

Ross Reports

ON TELEVISION PROGRAMMING

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VOL. 3 NO. 5
SUPPLEMENT C

JUNE 17-23, 1951

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(17) - NBC(Ch4) -- 11-11:30pm; DEBUT; The Author Meets The Critics; WNBT only; return of the TV version of the radio panel show; Packager - Martin Stone; Prod Supervisor - Joe Clair at Stone; Director - Bill Harbach WNBT; MC - John K.M. McCaffery; first book to be discussed is "I Ride to Win" by Eddie Arcaro; series will include debates on TV shows with kine excerpts to be shown.

Mon(18) - CBS(Ch2) -- 10-11pm; DEBUT; Westinghouse Summer Theater; from WCBS-TV to the net; 13 week summer replacement series for "Studio One"; series will be live dramatic presentations; Agency - McCann-Erickson; Exec Producer - Don Davis CBS; Producers - Jerry Danzig & Montgomery Ford; Directors - Jack Donohue, John Peyser, Walter Hart CBS; Production Supervisor - Robert Banker CBS; series will reprise CBS dramatic shows.

3:30-4pm Mon,Wed,Fri; DEBUT; Meet The People; from WCBS-TV to the net; new documentary series which will feature sight-seeing trips about NYC; Producer-Director - Rai Purdy CBS; MC - Mike Wallace; show is sustaining.

NBC(Ch4) -- 8-8:30pm; DEBUT; Cameo Theater; from WNBT to the net; NBC's arena theater series returns as summer replacement for "What's My Name"; Sponsor - Noxema; Agency - Sullivan, Stauffer, Colwell & Bayles; Producer - Albert McCleery NBC; Director - David Crandell NBC; Commercials Dir - Richard Uhl SSC&B; all scripts for the 8 week series will be by Harry W. Junkin.

Tue(19) - ABC(Ch7) -- 12:30-1pm; DEBUT; Jessie's TV Notebook; from WJZ-TV to the net; new women's homemaking & cooking show; Director - Burke Crotty; MC - Jessie DeBoth; Sponsor - Participations; sponsor signed to date are Clorox (thru Honig-Cooper San Francisco), Crosley (thru Benton & Bowles), Beatrice Foods for its La Choy Foods (thru Foote, Cone & Belding).

NBC(Ch4) -- 8:30-9pm; DEBUT; Juvenile Jury; from WNBT to the net & WOR-TV; TV version of the radio kid panel show debuts as summer replacement for the last half hour of the "Texaco Star Theater"; Sponsor - Minn Mining(for Scotch Tape); Agency - BBD&O; Pkgr - Barry-Enright; Director - Craig Allen NBC; MC - Jack Barry.

- more -

** Our Special Issue of Analyses of every network & NYC program has been held up, pending a last check of several shows. It will be mailed under separate cover early this week.

1941-1942

1941-1942: The year of the...
The year 1941-1942 was a period of...
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THIS WEEK(Continued)

Tue(19) - NBC(Ch4) -- 8-8:30pm; DEBUT; Meet The Press; from WNBW Wash to the net; summer replacement series which will run in addition to the regular Sun aft series; Sponsor - Curtis Circulation; Agency - BBD&O; Packager - Martha Rountree & Lawrence Spivak; Director - Carl Degen NBC; Moderator - Martha Rountree; series will run for 13 weeks.

Fri(22) - CBS(Ch2) -- 9:30-10pm; HIGHLIGHT; A Year of War; from WCBS-TV to the net; documentary report on the first year of the Korean War; Prod - Robert Bendick CBS; Director - Don Hewitt CBS; Commentary - George Herman CBS; show will feature official films.

WOR(Ch9) -- 8-8:30pm; DEPARTURE; Twenty Questions; WOR & the ABC net; show departs for 2 weeks after performance on this date; Sponsor - Ronson Lighters; Agency - Grey; Producer - Fred Vandevanter; show will return on July 6 on WABD & the DuM net; Fri 8-8:30pm; New Sponsor - Mennen; Agency - Duane Jones.

LAST WEEK'S CHANGES

CBS - The Sports Spot; $\frac{1}{4}$ hr sports show; from WCBS-TV to the net; show will follow Boxing on Wed approx 10:45-11pm; MC - Jim McKay; Director - Judson Bailey CBS; show debuted June 13 & is sustaining.

Star of the Family - Fri 10-10:30pm from WCBS-TV to the net; show departed after performance on June 15; Sponsor - Nash-Kelvinator; Agency - Geyer, Newell & Ganger; Producer-Director - Norman Frank; show will return on July 29(Sun 6:30-7pm) with Peter Lind Hayes & Mary Healy replacing Morton Downey as MC; New Sponsor - Ronson Lighters; Agency - Grey.

Emotion - 10:30-11pm Fri; WCBS-TV only; new series of feature films with human emotions as the basic theme; first 3 films were produced in England within the last year; show debuted June 8; sponsorship will be participations.

NBC - Saturday Roundup - Sat 8-9pm; from WNBW to the net; series of Western feature films replacing the "Jack Carter Show" for the summer; series debuted on June 16 & will run thru Sept 1; sustaining.

NBC - New Antenna; WNBW commenced transmission from the new multiple-use antenna atop the Empire State Building on June 11; WJZ-TV, WCBS-TV, WABD & WPIX are expected to move their transmitters to this site at regular intervals during the next two months.

FUTURES

June 25 - CBS -- Premiere - Mon 4:30-5:30pm; from WCBS-TV to CBS Boston, Wash, Balt, Phila; first commercial color show; Exec Producer - Fred Rickey CBS; Producer - Jerry Danzig CBS; Director - Frances Buss CBS; guests will include Ed Sullivan, Faye Emerson, Robert Alda, Sam Levenson, Garry Moore, members of the NYC Ballet; Wayne Coy(Chairman of the FCC), Frank Stanton, William Paley; show will originate at Studio 57(109th St & 5th Ave); additional shows will be seen Tue 4:30-5pm; Wed-Fri 10:30-11am & 4:30-5pm; On June 30(Sat) a sports remote will be televised in color; beginning July 2 color shows will be seen regularly seen Mon-Fri 10:30-11am & 4:30-5pm with afternoon shows on Sat & Sun.

FUTURES(Continued)

- June 25 - NBC -- Story Theater - Mon 10:30-11pm; WNBT only; series of films for TV adapted from the works of Mark Twain, de Maupassant, Oscar Wilde & others; Sponsor - Ford Dealers; Agency - J. Walter Thompson; Supervisor - Buzz Kulik JWT; series will run for 11 weeks; on Aug 27 it will be replaced by Boston Blackie; new TV film adventure series produced by Ziv in Hollywood with Kent Taylor & Lois Collier as permanent leads.
- WOR -- Stan Lomax - Nine Star Sports; sports news & features show with films; Mon-Fri 6:30-6:45pm; Director - Roger Bower WOR.
- June 27 - CBS -- Charlie Wild, Private Detective; Wed 9-9:30pm from WCBS-TV to the net; show will depart after performance on this date; Sponsor - Wildroot; Agency - BBD&O; Packager - Larry White; Director - Len Valenta at White.
- June 30 - CBS -- Sam Levenson Show; Sat 7-7:30pm; from WCBS-TV to the net; show will depart for the summer after performance on this date; Sponsor - Tintair; Agency - Cecil & Presbrey; Producer - Irving Mansfield CBS; Director - Byron Paul CBS; show will return in fall with time & sponsor not yet set.
- Sing It Again; Sat 10-11pm; from WCBS-TV to the net; show will depart after performance on June 23; Sponsors - Arrid(thru SSC&B)¹/₄hr; Sterling Drug(thru Dancer-Fitzgerald-Sample)¹/₂hr; Producer - Herb Moss; Directors - Bruno Zirato Jr & Robert Bleyer CBS; MC - Jan Murray; it will be replaced on this date by Songs For Sale; Prod - Herb Moss; MC - Steve Allen; Sustaining.
- July 6 - CBS -- Live Like A Millionaire; show will move on this date to alt Fri 10-10:30pm from WCBS-TV to the net; show is currently seen alt Fri 9-9:30pm; Sponsor - General Mills; Agency - Knox Reeves; Packager - Masterson, Reddy & Nelson; Director - Ed Leftwich MRN.
- Aug 3 - ABC -- Say It With Acting; show will return this date on WJZ-TV to the net; Fri 7:30-8pm; Sponsor - Brown Shoe(Naturalizer Div); Agency - Leo Burnett; Packager - MCA; Producer-Casting - Wayne Wirth; MCs - Bud Collier & Maggie McNellis; show was seen on NBC alt Sat 6:30-7pm, for same sponsor; departed after show on May 12.
- Aug 26 - NBC -- The Aldrich Family; show will return this date in the Fri 9:30-10pm slot; from WNBT to the net; Sponsor - Campbell Soup; Agency - Ward Wheelock; Packager - William Morris; Prod Staff not yet set.
- Sept 7 - NBC -- Young Mr. Button; new situation comedy series will debut this date in the Sun 7:30-8pm slot; from WNBT to the net; Sponsor - General Foods(for Jell-O); Agency - Young & Rubicam; Producer - Joseph Scibetta Y&R; Director - Norman Tokar; Writers - Tokar & Ed Jurst; Jackie Kelk will star in the title role.
- Sept 10 - ABC -- ABC will launch this date a one hour across-the-board comedy-variety show as yet untitled; 12-1pm Mon-Fri from WJZ-TV to the net; show will be televised from Times Hall which ABC has acquired on lease; Frances Langford & Don Ameche will head a repertory cast; format will include situation comedy, musical numbers, interviews, audience partic quizzes; sponsorship will be sold in ¹/₄hr segments with the segments rotating in position weekly; Producer - Ward Byron ABC.

<u>PROGRAM</u>	<u>NET TIME</u>	<u>PROGRAM</u>
<u>FRIDAY JUNE 15</u>		
<u>Bway Open House</u>	NBC 11pm	Eddie Cantor
<u>Howdy Doody</u>	NBC 5:30	Ralph Bunche, Sid Caeser, Benny Goodman, Dan Seymour, Ed Herlihy, Sid Stone, Rex Marshall, Hy Gardner, John Bruno, Leonard Lyons bring their children to "Howdy Daddy Day"
<u>Mohawk Showroom</u>	NBC 7:30	Alan Dale
<u>Star of Family</u>	CBS 10pm	Peggy Lee, Bob Fosse & Mary Anne Niles(D)
<u>Vanity Fair</u>	CBS 2:45	Ida Forsyne, Ruthanna Boris(D), Mady Christians
<u>We the People</u>	NBC 8:30	Gene Tunney, Indra Kamadjojo(D)
<u>SATURDAY JUNE 16</u>		
<u>Faith Baldwin</u>	ABC 12:30	<u>Sucess Story</u> - adapted by William Noble; with Susan Douglas, Paul Stewart, Douglas Rutherford, Logan Field, Anita Bolster, Mary Alice Moore, Lillian Moore
<u>Faye Emerson</u>	CBS 9-9:30	Jeffrey Lynn, Ezra Stone, LeRoy Anderson, Georgia Gibbs, Al Capp, Don Craig Choir
<u>Laraine Day Show</u>	ABC 1pm	John Juliano, Capt. Charles Blair, Nancy Andrews
<u>Sam Levenson</u>	CBS 7pm	Leonard Lyons & his four sons
<u>What's My Line</u>	CBS 10:30	Faye Emerson
<u>SUNDAY JUNE 17</u>		
<u>Celebrity Time</u>	CBS 10pm	Lawrence Tibbett, Constance Bennett
<u>Comedy Hour</u>	NBC 8-9pm	Eddie Cantor MC, Milton Berle, Jack E Leonard, Dagmar, Phil Foster
<u>Curtain Call</u>	WOR 10:45	Robert Preston, Binnie Barnes
<u>**GABBY HAYES</u>	NBC 5-5:30	<u>THE STRANGE STORY OF SAM BASS</u> ; with WRIGHT KING, JOHN RANDOLPH, ELLIOT SULLIVAN, TRUMAN SMITH, LARRY BUCHANAN, ANDY DUGGAN

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NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet..... Look for programs that are prefaced with two stars (**) and with talent names capitalized. They represent - in our opinion - programs which this week are presenting interesting performances by dramatic or variety talent worth watching for future use.

DATE	DESCRIPTION	AMOUNT	TOTAL
Jan 1	Balance	100.00	100.00
Jan 15
Jan 30
Feb 1
Feb 15
Feb 28
Mar 1
Mar 15
Mar 31
Apr 1
Apr 15
Apr 30
May 1
May 15
May 31
Jun 1
Jun 15
Jun 30
Jul 1
Jul 15
Jul 31
Aug 1
Aug 15
Aug 31
Sep 1
Sep 15
Sep 30
Oct 1
Oct 15
Oct 31
Nov 1
Nov 15
Nov 30
Dec 1
Dec 15
Dec 31

STATE OF TEXAS
 DEPARTMENT OF REVENUE
 REPORT FOR THE YEAR ENDING DECEMBER 31, 1917

SUNDAY JUNE 17(Continued)

Fred Waring CBS 9pm Sarah Churchill, Jeffrey Lynn

Leave It...Girls NBC 7pm Bill Slater subs for Maggi McNellis; Robert Preston

**PHILCO P'HOUSE NBC 7pm OPERATION AIRLIFT - by DAVID SWIFT & GEORGE GIROUX; adapted by SWIFT; with DAVID SWIFT, FRANK MAXWELL, RUSSELL HARDY, LAUREN GILBERT, JOHN D. SEYMOUR, PAUL LIPSON, ERNEST BORGNINE, MIKE KELLIN

Paul Whiteman ABC 7pm Doretta Morrow(S)

Rocky King DuM 9pm The Black Spots; with Roscoe Karns, Will Hare, Harry Landers, Cliff Dunstan

Showtime, USA ABC 7:30 All-Vinton Freedley show; Carol Bruce, William Gaxton, Adele Astaire, Cliff Edwards, Constance Carpenter, Billie Worth

This Is Show Biz CBS 7:30 Eva Gabor, Yma Sumac, John Kirby, Buddy Lester

**TOAST OF TOWN CBS 8pm THIRD ANNIVERSARY SHOW; ARTHUR GODFREY, BLANCHE THEBOM, PINKY LEE, PAT C. FLICK(C), NANCI CROMPTON(D), GRAHAM JACKSON(M)

MONDAY JUNE 18

Arthur Murray ABC 9pm Bert Wheeler, Sonny King(S)

**CAMEO THEATER NBC 8pm SPECIAL DELIVERY - by HARRY W. JUNKIN; with JUNE HAVOC, RICHARD McMURRAY, RUSTY LANE, CHARLOTTE KNIGHT, CARROLL ASHBORN, BERNARD GRANT, WILLIAM KENT, JAN OWEN, ROSAMUND VANCE

Chronoscope CBS 11pm Gen. Patrick J. Hurley

Faye Emerson ABC 7:15 Myra Kingsley, Dr. Roy K. Marshall

**GARRY MOORE CBS 1:30 GUY RAYMOND(COMIC)

**HWOOD SCRIN TEST ABC 7:30 VINTON HAYWORTH; winners from Cleveland & Minneapolis DAVID MOORE & PHOEBE WECHT

Horace Heidt CBS 9pm Wes Harrison, Deans Jones(S), Ken Sansom(Impers), The Flat Top Quartette, Robert Funkhauser(M)

Kate Smith NBC 4pm Ross Harvey(D), Evalyn Tyner(M)

Lights Out NBC 9pm Dead Freight - by A.J. Russell; with Charles Dingle, Louisa Horton, Rod Steiger, Charles Jordan, Porter Van Zandt, John Marriott

Lucky Strike NBC 9:30 Three O'Clock - adapted by Thomas W Phipps; with Vaughn Taylor, Olive Deering, Jack Edwards, Sidney Paul, Gene Reynolds, Barbara Townsend, Alan Macateer, Ella Lithgow, Sandra Ann Wigginton, Anne Ives, Frank Daly, Clark Gordon, Arthur Edwards

INDEX OF THE 17th CENTURY

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MONDAY JUNE 18(Continued)

Lux Theater CBS 8pm Inside Story - by Nelson Bond; with Lola Albright, Robert Sterling, Terese Hayden, Ed Gargan, James Karen, Will Hare, Sally Gracie, Ed Horner

M'Hawk Showroom NBC 7:30 Fran Keegan, Gregg Sherwood, Art Van Damme Quintet

Not For P'licationDuM 7:45 With Laura Weber, Ethel Remy, Betty Lou Keim

Steve Allen CBS 12N Joan Roberts, The Kayos(Acro), Speed Kings(D)

Talent Scouts CBS 8:30 Arthur Bodney(S), Edythe Adams(S), Harmonitones, The Sunnysiders(S)

**WEST 'HOUSE THTR CBS 10pm SCREWBALL - by MEL GOLDBERG; with DICK FORAN, CLORIS LEACHMAN, VERNON "LEFTY" GOMEZ, DON HAMMER, EDITH KING, CARL FRANK, HARRY COOK, JOHN MARTIN, TOMMY MAIER in an unusual comedy about baseball produced by MONTGOMERY FORD, directed by JACK DONOHUE

TUESDAY JUNE 19

Armstrong Thtr NBC 9pm Close Harmony - by James Garvin & Turner Bullock; with Romney Brent, Madeleine Clive, Jack Sheehan, Henry Calvin, Jack Kilty, Byron Halstead, Mason Curry, Dorothy Elder

Cav of Bands DuM 9pm Xavier Cugat & Orch, Carlos Ramirez, Abbey Lane, Wally Brown(C), Pierre D'Angelo & Ana(D), The Mello-Larks(S)

Danger CBS 10pm The Knave of Diamonds - by Loren Singer; with Walter Slezak, Roger deKoven, Kurt Katch, Nehemiah Persoff

Fashion Magic CBS 3:30 Joanne Wheatley(S)

Fireside Thtr NBC 9pm International Incident - by Arnold Belgard; with Wilton Graff, John Baer, George Wallace, Shirley DeArmitt, Marjorie Stopp, Norbert Schiller

Garry Moore CBS 1:30 Winston L Mittenjuice(C)

Kate Smith NBC 4pm Fred & Susan Barry(D), Angel(Ventril), Howard & Wanda Bell

Margaret Arlen CBS 1pm Marshall Field

Steve Allen CBS 12N Dinning Sisters, Guy Kibbee, Eric Victor(D)

Stork Club CBS 7:45 Walter Winchell, Gloria Warner

Success Story ABC 1pm Jolie Gabor

Suspense CBS 9:30 A Killing in Abilene - by Gil Doud & Anthony Ellis; adapted by Ruth Woodman; with William Prince, Robert Emhardt, Bert Conway, Don Briggs, Peg Hillias, Roy Fant

**VAUGHN MONROE CBS 9pm MARIAN SAUNDERS, JOHNNY COY(D), THE SZONIES(D), CABOTS

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WEDNESDAY JUNE 20

**CHARLIE WILD CBS 9pm THE CASE OF THE DEEP PURPLE HEART; with RUSTY LANE, E.G. MARSHALL, CLORIS LEACHMAN, OLIVER THORNDYKE

Four Star Revue NBC 8pm Ed Wynn MC, Pearl Bailey, Landre & Verna(Animal act) Mazzone Abbot Dancers, Baudy's Greyhounds

Garry Moore CBS 1:30 Kirkwood & Goodman(C)

Kate Smith NBC 4pm Mario & Floria(D), John Butler Ballet Group, The Novellos

**KRAFT THEATER NBC 9pm ONLY THE HEART - by HORTON FOOTE; with ISOBEL ROBINS, DOROTHY SANDS, JACK EWING, ISOBEL PRICE, JOSEPH ANTHONY

Margaret Arlen CBS 1pm Red Smith(Sports columnist of NY Herald-Tribune)

Perry Como CBS 7:45 Eileen Barton(S)

Steve Allen CBS 12N Paul Valentine(S), Brick Brothers & Gloria(Trampol), Ted Lester(M)

The Web CBS 9:30 Wanted: Someone Innocent - by Margery Allingham; adapted by Charles S. Monroe; with Anna Lee, Diana Olsson, Peter Pagan, Ed Racquello, Rosalind Ivan, Francis Compton, Ivan Simpson

Vanity Fair CBS 2:45 Maxine Sullivan, Henry Rosenfeld, Michael Di Salle

THURSDAY JUNE 21

Alan Young CBS 9pm Jeff Donnell, The Modernaires

Big Town CBS 9:30 Lady of the House - by Alvin Boretz; with Flora Campbell, Ed Ryan, John Boruff, Viola Harris, Ned Cary

Crime Photog. CBS 10:30 Repeats Last Week's Show

**ELLERY QUEEN DuM 9pm DEATH IN A CAPSULE; with MICHAEL STRONG, BERNARD BURKE, MARY LINN BELLER, ANNA MINOT, WYRLEY BIRCH,

Ford Festival NBC 9pm Jan Murray, George Burton's Birds

Garry Moore CBS 1:30 James Horan(Ass't City Editor of NY Journal-American & Author)

Holiday Hotel ABC 9pm Bob Scheerer(D), Bob Dixon(S)

Kate Smith NBC 4pm Hoctor & Byrd(D), Jack Miller & Orch. with Bob Carroll(S), The Singing Waiters

Lilli Palmer CBS 7:15 Reggie Kiek(Famous woman journalist in Holland)

Martin Kane NBC 10pm Louis Quince, Philip Huston, Katherine Gregg, Treva Frazee, Calvin Thomas, Paul Valentine, Lawrence Fletcher

APPENDIX

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THURSDAY JUNE 21(Continued)

Steve Allen CBS 12N Teresa Brewer(S), Jack Spoons(M)
Success Story ABC 1pm Gregory D'Alessio & Hilda Terry(Cartoonists)
T-Men in Action NBC 8:30 The Case of the Phantom Endorser; with Humphrey Davis, Barbara Bayley, Perry Bruskin, Joan Lazer, Paul Potter, Jason N. Robards, Jr.

FRIDAY JUNE 22

**BIG STORY NBC 9pm WITH TED HECHT, MIRIAM GOLDINA, ROBERT S. SIMON, JIM MORENO, DAVID OCKO, ANNE HEGIRA
Caval of Stars DuM 10pm Richard Tucker, Gracie Barrie, George Kirby(Impers)
Eloise Salutes DuM 11pm Bob Dunn(Cartoonist)
Faye Emerson ABC 7:15 Fred Waring, Anthony Antone
Garry Moore CBS 1:30 Dorothy Jarnac(D)
Hands of Destiny DuM 9pm A Flower For Your Grave - by Sheldon Stark & Wallace Thomson; with Stephen Elliott, Sydna Scott, Ernest Borgnine, Delmar Muetzman, Carmen Costi
Kate Smith NBC 4pm John Butler Ballet Group, Evalyn Tyner(M), Johnny Silver & Helen George(D)
Man vs Crime CBS 8:30 with Ruth Ford, Walter Brooke, Gene Barry, Bernard Wedell, Gloria McGhee
Mr & Mrs Mystery WOR 7:30 The Case of the Unknown Informer; with Leon Askin, Florence Anglin, Michael Corin
**STEVE ALLEN CBS 12N RICHARD HIMBER, EVE YOUNG(S), RALPH & MARY CARNEVALE
Twenty Questions WOR 8pm Victor Jory
**PULITZER P'HOUSE ABC 9pm SIDNEY BLACKMER & EDNA BEST appear in three one act plays; THE PEN - by JOHN HERSEY; adapted by DAVID DAVIDSON; THE WEAK SPOT - by GEORGE KELLY; adapted by DAVID SHAW; YOU'RE NOT THE TYPE - by EDNA FERBER; adapted by IRVING EIMAN -- casts include JEAN GILLESPIE, RICHARD BISHOP, TOM CHALMERS, JEAN FLACK, RUTH MCDERMITT, BILL DANIELS; show will be directed by DAN PETRIE
Trapped WOR 8:30 Gabe's Glamour Ghost; with Milton J. Williams, Stanley Telchin, Thomas Poston

RENEWAL NOTICE

Although a number of subscribers were up for renewal the 1st of June, we have held off sending renewal notices or invoices, pending finalization of a new, money-saving subscription plan. Watch for news of it this week.

GENERAL INFORMATION

1. Name of the organization	2. Date of formation	3. Address
4. Objectives of the organization	5. Nature of the organization	6. Status of the organization
7. Name of the president	8. Name of the secretary	9. Name of the treasurer
10. Name of the general manager	11. Name of the vice president	12. Name of the board of directors
13. Name of the executive committee	14. Name of the advisory board	15. Name of the audit committee
16. Name of the finance committee	17. Name of the marketing committee	18. Name of the operations committee
19. Name of the human resources committee	20. Name of the legal committee	21. Name of the public relations committee
22. Name of the safety committee	23. Name of the environmental committee	24. Name of the diversity committee
25. Name of the ethics committee	26. Name of the information technology committee	27. Name of the risk management committee
28. Name of the sustainability committee	29. Name of the compliance committee	30. Name of the quality management committee
31. Name of the innovation committee	32. Name of the research and development committee	33. Name of the product development committee
34. Name of the customer service committee	35. Name of the sales committee	36. Name of the distribution committee
37. Name of the procurement committee	38. Name of the supply chain committee	39. Name of the logistics committee
40. Name of the transportation committee	41. Name of the maintenance committee	42. Name of the facilities committee
43. Name of the energy committee	44. Name of the environmental health and safety committee	45. Name of the occupational health and safety committee
46. Name of the fire safety committee	47. Name of the emergency preparedness committee	48. Name of the disaster recovery committee
49. Name of the business continuity committee	50. Name of the information security committee	51. Name of the data protection committee
52. Name of the privacy committee	53. Name of the cybersecurity committee	54. Name of the digital privacy committee
55. Name of the digital marketing committee	56. Name of the social media committee	57. Name of the content marketing committee
58. Name of the brand management committee	59. Name of the intellectual property committee	60. Name of the trademark committee
61. Name of the patent committee	62. Name of the copyright committee	63. Name of the trademark committee
64. Name of the trade secret committee	65. Name of the data ownership committee	66. Name of the data portability committee
67. Name of the data deletion committee	68. Name of the data retention committee	69. Name of the data archiving committee
70. Name of the data backup committee	71. Name of the data recovery committee	72. Name of the data migration committee
73. Name of the data integration committee	74. Name of the data synchronization committee	75. Name of the data interoperability committee
76. Name of the data compatibility committee	77. Name of the data accessibility committee	78. Name of the data usability committee
79. Name of the data user experience committee	80. Name of the data user interface committee	81. Name of the data user interaction committee
82. Name of the data user engagement committee	83. Name of the data user loyalty committee	84. Name of the data user retention committee
85. Name of the data user acquisition committee	86. Name of the data user conversion committee	87. Name of the data user activation committee
88. Name of the data user onboarding committee	89. Name of the data user education committee	90. Name of the data user training committee
91. Name of the data user support committee	92. Name of the data user helpdesk committee	93. Name of the data user feedback committee
94. Name of the data user survey committee	95. Name of the data user focus group committee	96. Name of the data user interview committee
97. Name of the data user ethnography committee	98. Name of the data user diary study committee	99. Name of the data user think-aloud committee
100. Name of the data user usability testing committee		

APPENDIX A

This document is a template for a company's organizational chart. It is intended to be used as a guide for creating a chart that reflects the structure of your organization. The chart should show the hierarchy of the organization, from the top level down to the lowest level. It should also show the reporting relationships between different levels of the organization. The chart should be updated regularly to reflect changes in the organization's structure.

JUNE 17, 1951

T A L E N T L O C A T O R S E R V I C E

IN TOWN - POSSIBLE GUEST SHOTS

BARBARA ASHLEY musical comedy star avail
TV - AGT: Henry Guettel
Gale Agcy PL 7-7100

DAVID BELL baritone "The Medium" & "The
Telephone", avail TV - AGT:
Al Grossman CI 5-8422

AL BERNIE comedian avail TV - AGT: Frances
Head, Gibbs Agcy CO 5-7504

RIDGE BOND & PATRICIA NORTHRUP leads in
"Oklahoma!" - PRESS: Joseph Heidt
CO 5-6180

PHIL COOK "dancing Curley" in "Oklahoma!"
AGT: Al Grossman CI 5-8422

JEROME COWAN - AGT: Robert Schultz, Frank
Cooper Assoc. VA 6-5661

JOAN CRAWFORD - PRESS: Howard Weissman
PL 7-0461

TAMARA GEVA - AGT: Barna Ostertag, Kroll
Agcy PL 7-4250

NANCI CROMPTON dancer current Riviera -
MGR: George Libby CO 5-0422

DAGMAR - CONTACT: Jaffe & Jaffe PL 9-5767

SHOSHANA DAMARI Israeli singer current
Habibi - MGR: M. Millman
CH 4-8240

HELMUT DANTINE current "Shadow of the
Cloak" TV show, avail outside TV - AGT:
Bonnie Alden, Baum-Newborn BR 9-6377

GLORIA DE HAVEN - AGT: Charles Abramson
Famous Artists CI 7-6200

BRANDON DE WILDE child actor of "Member
of the Wedding" - AGT: Barna Ostertag
Lucy Kroll Agency PL 7-4250

FAYE EMERSON no agt, all bookings handled
direct - CONTACT: Sylvia Tearston
PL 5-9134

TOM EWELL back from coast - AGT: Priscilla
Morgan, Liebling-Wood VA 6-3714

PERSONALITIES AVAILABLE radio-TV intvw:
American Indian chiefs, Zulu artists
models, psychodesigners (students of
Freud), etc. PRESS: Richard Roffman
TR 9-5640

JUANITA HALL opening Paramount Thea. Wed.
PRESS: Kurt Hofmann PL 3-7676

JUNE HAVOC - AGT: Joe McGee, Wm Morris
JU 6-5100

(Continued next column)

IN TOWN cont.

WILLIAM GARGAN - AGT: MCA PL 9-7500

BEATRICE KRAFT film-TV actress - AGT:
George Wolfson, Wm Morris JU 6-5100

KAREN LINDGREN legit-TV actress - AGT:
Lucille Phillips CI 7-3264

JOAN LORRING back from coast film dates,
avail TV - AGT: Barna Ostertag
Lucy Kroll Agency PL 7-4250

JOAN MacCRACKEN returned from "Peter Pan"
tour, avail TV - AGT: Priscilla
Morgan, Liebling-Wood VA 6-3714

LUBA MALINA comedienne current Copacabana
AGT: Jack Davies PL 7-1880

MARY McMULLEN author of "Stranglehold"
murder mystery about advertising agcy,
to be publ Aug 22 - CONTACT: Ramona
Herdman, Harper & Bros MU 3-1900

BUTTERFLY McQUEEN comedienne - AGT: Henry
Guettel, Gale Agcy PL 7-7100

"MR. ANTHONY" (John J. Anthony) - CONTACT:
William Wachs, Programs & Lectures
MU 7-6865

OSCAR NATZKA basso avail TV - CONTACT:
Eleanore French, Col. Art. CI 7-6900

RUSSELL NYPE - PRESS: Howard Weissman
PL 7-0461

UNA O'CONNOR - AGT: Gloria Safier MU 8-395
MU 8-3950

MOLLY PICON - AGT: Wm Morris JU 6-5100

RICHARD PURDY legit-TV actor - CONTACT:
PL 9-2537

JEROME ROBBINS choreographer-dancer -
PRESS: Phillip Bloom CH 4-5185

JUDSON REES boy on "Date With Judy" avail
shows not conflicting with "Judy" -
AGT: Frances Head, Gibbs CO 5-7504

JAN SHERWOOD stand-by for "Affairs Of
State", avail evening TV - PRESS: Karl
Bernstein CI 6-0427

WILLIE "THE LION" SMITH pianist-composer
AGT: Mort Sobel WI 7-1220

THELMA JOHNSON STREAT American Negro-
Indian dancer - PR: Richard Roffman

POLYNA STOSKA - PRESS: Muriel Francis
PL 9-5600

CORINNE & TITO VALDEZ dancers current
Roxy - MGR: Miles Ingalls JU 6-3000

RECEIVED

PROGRAM	NET TIME	GUESTS
(D - Dancer; C - Comic; M - Musician; S - Singer)		

JUN 25 1951

FRIDAY JUNE 22

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We the People NBC 8:30 Kathy Beaumont("voice" of Alice in Disney's "Alice In Wonderland")

**** Other shows for this date carried in last week's issue.

SATURDAY JUNE 23

I Cover Times Sq. ABC 12:30 Robert Fuller, Patricia Wheel, Henry Calvin, Michael Sivy, Bill Zuckert, Dick Everhart

Fashion Magic CBS 11am Jerry Cooper(S)

Faye Emerson CBS 9pm Salute to Chicago - Dave Garroway, Benny Goodman, Kay Armen, Cornelia Otis Skinner

Laraine Day ABC 1pm Mrs Vincent Impellitteri, Jane Morgan(S), Harry Hill(dog fancier), Molly Epstein(culinary expert)

Sam Levenson CBS 7pm Wally Brown & his daughter Barbara

The Show Goes On CBS 9:30 Duke Ellington

SUNDAY JUNE 24

Celebrity Time CBS 10pm Arthur Schwartz(composer), Betty Smith(author)

Comedy NBC 8pm Dean Martin & Jerry Lewis MC, Janis Paige

Lamp Unto My Feet CBS 6pm The Door; with Frances Foster, William Greaves, Betty Haynes, John Marriott

Leave It...Girls NBC 7pm Dorothy Sarnoff, Paula Stone, Dr Houston Peterson

Curtain Call WOR 10:45pm Harry Hershfield

**PHILCO PLAYHSE NBC 9pm DR HUDSON'S SECRET JOURNAL - by LLOYD C. DOUGLAS; adapt by JOAN CROWLEY; with SHEPPERD STRUDWICK, COLIN KEITH-JOHNSON, BARBARA AMES, MARILYN MONK, MARTIN BROOKS, LAURA WEBSTER, BRANDON PETERS, SYLVIO MINCIOTTI; produced by FRED COE

Plainclothesman DuM 9:30 Graft Cop; with Betty Buehler, Tommy Nello, William Keene, James Van Dyke

Paul Whiteman ABC 7pm Mimi Benzell, Bob Scheerer(D), Morgan(Dog)

Fred Waring CBS 9pm Kathy Beaumont, McSharry Sisters(S)

Rocky King DuM 9pm Murder Is A Chinese Puzzle; with Herbert Rudley, Somer Alberg, Beverly Whitney, Tom Egan

Showtime, USA ABC 7:30 Billie Worth in scene from Courtin' Time; Robert Wright in scene from Kiss Me, Kate; Melville Cooper, Stephen Douglas, Helen Gallagher & Harold Lang scenes from Make A Wish

This Is Show Biz CBS 7:30 Mary Sinclair, Isabel Bigley, George Kirby (C), Doris Ruby (D)

DATE	TIME	PROGRAM
June 25	7:00 PM	News
June 25	8:00 PM	60 Minutes
June 25	9:00 PM	Playhouse 90
June 25	10:00 PM	News
June 25	11:00 PM	News
June 26	7:00 AM	News
June 26	8:00 AM	News
June 26	9:00 AM	News
June 26	10:00 AM	News
June 26	11:00 AM	News
June 26	12:00 PM	News
June 26	1:00 PM	News
June 26	2:00 PM	News
June 26	3:00 PM	News
June 26	4:00 PM	News
June 26	5:00 PM	News
June 26	6:00 PM	News
June 26	7:00 PM	News
June 26	8:00 PM	60 Minutes
June 26	9:00 PM	Playhouse 90
June 26	10:00 PM	News
June 26	11:00 PM	News

SUNDAY JUNE 24(Continued)

Toast of Town CBS 8pm William Warfield, baritone; The Szonys, classical dance; Smith & Dale; Pinky Lee; Maria Neglia, violinist; Baudy's greyhound & monkey act; Delray, magician

MONDAY JUNE 25

Arthur Murray ABC 9pm Mary McCarty, Joey Bishop, Harvest Moon Ball winners

Cameo Theater NBC 8pm Blackout - by Harry W. Junkin; with Jeffrey Lynn, Barbara Britton, Harry Hugenot, James Little, Harold McGee, Paul Lilly, Robert Bolger

Bert Parks NBC 3:30 Kathy Beaumont

Footlights NBC 11:45am Fred Allen

Garry Moore CBS 1:30 Dorothy Greener, comedienne

Hwood Scrn Tst ABC 7:30 Robert Preston; Carroll McConnell of Dallas & John Stewart of Atlanta, Hollywood Screen Test contest winners

Lights Out NBC 9pm The Passage Beyond - by Doris Halman; with John Buckmaster, Stella Andrew, Ralph Clanton, Monica Lang, Byron Russell, Sherry Bennett

Lux Theater CBS 8pm The Promise - by Harry W. Junkin; with Vincent Price, Louisa Horton, Jane Seymour, Murray Matheson, Audra Lindley

**VOICE-FIRESTN NBC 8:30 BARBARA GIBSON, coloratura soprano discovery of NBC makes her TV debut on this program

Not For Publ. DuM 7:45 Playback - by Burt Brazier; with William Adler, David Ker-man, Vivian Barry, Martin Brandt

Somerset Maugham NBC 9:30 The Letter - adapt by Robert Sloan; with Judith Evelyn, Jeff Morrow, Guy Spaul, Alice Childers, Leon Janney, Clem Fowler, Joan Simpson, Martin Gable, Frank de Sylva

Steve Allen CBS 12N Bob Carroll(S), Mac Murray(gourmet), Marinette & Andre(D)

Seven At Eleven NBC 11:30pm Eric Victor(D)

Talent Scouts CBS 8:30 Jay David(s), Joan Francis(S), Loring Gilmore(M), Marquez Sisters(S-M)

**WEST'HOUSE THTR CBS 10pm LONELY BOY - by HUGH PENTECOST; with MARY SINCLAIR, JEROME COWAN, WRIGHT KING, HOWARD WEIRUM, LEONA POWERS, PETER FERNANDEZ, ARTHUR HUTT, DEAN HARENS, BORIS MARSHALOV, JIM NOLAN, CRAHAN DENTON in a psychological drama about the neglected son of a nightclub owner; produced by MONTGOMERY FORD, directed by JOHN PEYSER

TUESDAY JUNE 26

**ARMSTRONG NBC 9:30 BUCKAROO - by ANNE HOWARD BAILEY; with CLORIS LEACHMAN, LONNY CHAPMAN, JAY BARNEY, ROY FANT, WILLIAM FREE, BRAMWELL FLETCHER, in a zany modern western; produced by HUDSON FAUSSETT

TABLE I

<u>Year</u>	<u>Value</u>	<u>Percentage</u>
1900	100	100
1901	105	105
1902	110	110
1903	115	115
1904	120	120
1905	125	125
1906	130	130
1907	135	135
1908	140	140
1909	145	145
1910	150	150
1911	155	155
1912	160	160
1913	165	165
1914	170	170
1915	175	175
1916	180	180
1917	185	185
1918	190	190
1919	195	195
1920	200	200
1921	205	205
1922	210	210
1923	215	215
1924	220	220
1925	225	225
1926	230	230
1927	235	235
1928	240	240
1929	245	245
1930	250	250
1931	255	255
1932	260	260
1933	265	265
1934	270	270
1935	275	275
1936	280	280
1937	285	285
1938	290	290
1939	295	295
1940	300	300
1941	305	305
1942	310	310
1943	315	315
1944	320	320
1945	325	325
1946	330	330
1947	335	335
1948	340	340
1949	345	345
1950	350	350
1951	355	355
1952	360	360
1953	365	365
1954	370	370
1955	375	375
1956	380	380
1957	385	385
1958	390	390
1959	395	395
1960	400	400
1961	405	405
1962	410	410
1963	415	415
1964	420	420
1965	425	425
1966	430	430
1967	435	435
1968	440	440
1969	445	445
1970	450	450
1971	455	455
1972	460	460
1973	465	465
1974	470	470
1975	475	475
1976	480	480
1977	485	485
1978	490	490
1979	495	495
1980	500	500
1981	505	505
1982	510	510
1983	515	515
1984	520	520
1985	525	525
1986	530	530
1987	535	535
1988	540	540
1989	545	545
1990	550	550
1991	555	555
1992	560	560
1993	565	565
1994	570	570
1995	575	575
1996	580	580
1997	585	585
1998	590	590
1999	595	595
2000	600	600

TUESDAY JUNE 26(Continued)

Cav of Bands DuM 9pm Xavier Cugat & Orch, Carlos Ramirez, Abbe Lane, Jack Barry(C), Manor & Mi_unon(D)

**DANGER CBS 10pm MARLEY'S GHOST - by HAROLD TAUB, adapt by NORMAN ROSTEN; with JOSEPH ANTHONY, RITA GAM, ROBERT H. HARRIS, ANTHONY KEMBLE COOPER, SYDNA SCOTT, CHRIS GAMPELL, SAM BONNELL; produced by CHARLES RUSSELL, directed by SIDNEY LUMET

Fireside Thtr NBC 9pm Back To Zero - by John Haggerty; with Bernard Miles, June Rodney, Reid de Rouen, Anne Farrar

Footlights NBC 11:45am June Lockhart

Little Show NBC 7:30 Sue Bennett(S)

Mr & Mrs Mystery WOR 8pm The Case Of The Diamond Debut; with Helen Warren, Lew Herbert

**STEVE ALLEN CBS 12N HOCTOR & BYRD(D), MARION MORGAN(S), LADDIE LaMONTE(C)

Stork Club CBS 7:45 Cornelius Vanderbilt Whitney, Sen. John Sparkman

Success Story ABC 1pm Douglas Leigh

**SUSPENSE CBS 9:30 THE GREATEST CRIME - by HALSTED WELLS; with WALTER SLEZAK, KURT KATCH, ALVIN GORDON, ROBERT SANTON, GUERITA DONNELLY, ROBERT GRANDIN, LAWRENCE FLETCHER, HAROLD GRAY in the first of a series of documentary suspense tales; produced and directed by ROBERT STEVENS

WEDNESDAY JUNE 27

**CHARLIE WILD CBS 9pm THE CASE OF THE ROBBER'S REST; with CLORIS LEACHMAN, JOHN SHELLEY, BILL ZUCKERT

Four Star Revue NBC 8pm Danny Thomas MC, Bunny Lewbel, Kay Starr, The De Mattiazis(dance mimics), The 4 Skating Macks

Footlights NBC 11:45am Judith Evelyn

Kraft Theater NBC 9pm Merry Madness - Sheridan Gibney; with Cameron Prud'homme, Regina Wallace, Pat Jenkins, Louis Edmonds

Mohawk Showroom NBC 7:30 The Billy Williams Quartet

Steve Allen CBS 12N Vanderbilt Boys(acro), Art Morton(S), Bebe's Bears(live bear act)

**THE WEB CBS 9:30 NO ESCAPE - by BRUNO FISHER, adapt by ELLIS MARCUS; with JUDITH PARRISH, RICHARD KILEY, JAMES BENDER, MARION NOBLE, ROSS MARTIN, LEE MARVIN; produced by FRANK HELLER

THURSDAY JUNE 28

Alan Young CBS 9pm Jeff Donnell, Martha Stewart, Maurice Cass, Lock Martin Spec O'Donnell

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THURSDAY JUNE 28(Continued)

Big Town CBS 9:30 Cottage In The Woods - by Lewis Herman & Peter Parker; with Vaughn Taylor, Paul Lipson, Griff Evans, Alexander Lockwood, Alan Manson, Jack Curtis

Crime Photog. CBS 10:30 The Picture Of The Duchess - by Alvin Sapinsley; with Cliff Hall, Blanche Yurka, Hildy Parks, Gordon Richards, Will Lee, Donald McClelland

Footlights NBC 11:45am Victor Jory

Ellery Queen DuM 9pm The Case Of The Upright Man - by Betty Loring; with John Carradine, Rudolph Justice Watson, Sarah Anderson, George Church

Ford Festival NBC 9pm Herb Shriner

Garry Moore CBS 1:30 Connie Sawyer

**MARTIN KANE NBC 10pm UNA O'CONNOR, NYDIA WESTMAN, FLORENCE ROBINSON

**STARLIGHT THTR CBS 8pm THREE HOURS BETWEEN PLANES - by F. SCOTT FITZGERALD, adapt by ELIHU WINER; with VIRGINIA GILMORE, JOHN FORSYTHE, PAULINE MEYERS, LEE NEMETZ, TOM HEAPHY; produced by MARTIN RITT, directed by CURT CONWAY

Stork Club CBS 7:45 Margaret O'Brien, Elizabeth Arden

T-Men in Action NBC 8:30 The Case Of The Home, Sweet Home; with Edwin Bruce, Adelaide Bean, Crahan Denton, Thomas F. Reynolds, Arthur O'Connell, Lee Marvin

FRIDAY JUNE 29

**BIG STORY NBC 9pm BRUCE GORDON, JOHN MARRIOTT, MARTIN E. BROOKS, LEWIS CHARLES, ALFRED SAXE, SHIRLEY NORRIS, JAY BARNEY, GRACE KEDDY in the last Big Story of this season; based on dramatic NY story as originally reported in the NY Daily News by Ted Prager; produced by BERNARD PROCKTER, directed by CHARLES SKINNER.

Caval of Stars DuM 10pm Igor Gorin, Jay Marshall(magic), Beverly Hudson(S)

Footlights NBC 11:45am Leo G. Carroll

Hands of Destiny DuM 9pm The Game - by Lawrence & Virginia Dugan; with Isabel Price, Lynn Loring, Joseph Fallon, Elizabeth Brew, Phoebe McKay, Kermit Kegley, Edward Holmes

Man Against Crime CBS 8:30 Robert Preston, Olive Blakeney, Leona Maricle, David Orrick

Mohawk Showroom NBC 7:30 Tommy Eldridge(S)

Pulitzer Playh'se ABC 9pm The Big Break - by Irving Elman; with James Dunn, Lynn Bari, John McGovern, Eddie Binns, Nick Dennis, Frank Milan, Mike Kellen, Dan McHenry, Walter Brook, Ben Yoffee, Bob Allen

Steve Allen CBS 12N Eric Brothers(acro), Phil Hanna(S)

Ross Reports

ON TELEVISION PROGRAMMING

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NEWS ED: Robert A. Cinader
TALENT: Gordon Leigh
FEATURES: David B. Graham

VOL. 3 NO. 5
SUPPLEMENT D

JULY 1-7, 1951

PROGRAM TRENDS: MORE OF EVERY TYPE, LOWER RATINGS FOR ALL

PRE-HIATUS SCHEDULES SHOW 6 NYC STATIONS PROGRAMMING OVER 2000 QTR HRS WEEKLY!

225 Program Casualties Since June '50 Include Familiar Names & Titles
Daytime Shows, Feature Films, Dramas Enjoy Biggest Rise

Programming trends, as evidenced by network flagship stations and local TV outlets in New York City point up a tremendous jump in the amount of telecast time, with Daytime-Weekday programs and late evening Feature Films making the greatest contributions to a new, combined peak of some 2067 Quarter Hours for an average week during May - just prior to program departures for the summer. This total is 373 Quarter Hours above the figure of 1694 Quarter Hours at the same time in 1950.

Analysis of our monthly report for May (which gives complete details on all TV programs seen in NYC) indicates that over the period of a year the time devoted to children's shows, dramas, comedy-variety and situation comedies has also increased, while, in the face of the general rise, musicals, talent shows, and audience participation programs declined slightly. Both public affairs programs and educational-expositional programs were allotted more time than a year ago....while the number of sports remotes and time allotted for sports showed a sharp drop, with the exception of baseball, which paralleled the coverage of a year ago.

Despite the general rise in the number of programs, there has, however, been a general decline in ratings. Whether due to increased competition generally or to a tapering off of viewing, analysis of NYC Pulse ratings for the January-June 1951 period shows a 5.37% average for all programs.....or a drop of 2.32% from the 7.69% average for the same six-month period a year ago. All sports ratings are down....children's shows have slackened off...news programs, comedy-variety shows & feature films - while doubling their program time - have all lost rating ground, even to the extent of half their last year's rating. In some part, this is due to late evening and marginal time slotting. But no program category has as high a rating today as enjoyed last year. Current high is 15.4% for Drama & Mystery (19.3% in '50) as opposed to the peak of 21.1% averaged by Comedy-Variety in Jan-June '50 (this year - 12.8%).

Some 225 programs were dropped from network & NYC television schedules over the period from June '50 to June '51. Many of these were summer or other seasonal fillers (i.e. sports, musicals). But a goodly number were former favorites which were forced to give way to rating declines or sponsor dissatisfaction in the "last year of black & white television". Musical fillers naturally took the worst beating, but children's shows, comedy-variety programs & dramas also experienced a significant turnover. All departures in the past year are listed on Pages 15-19.

REGULATION OF METABOLISM AND ENERGY EXPENDITURE

THE EFFECTS OF VARIATIONS IN ENERGY INTAKE AND EXPENDITURE

BY: J. H. M. VAN DIJK, J. H. VAN DER MEULEN, AND J. H. VAN DER WOUDE

From the Department of Physiology, University of Groningen, The Netherlands

Progressive changes in the amount of energy intake and expenditure are observed in the course of life. In the present study, the effects of variations in energy intake and expenditure on the regulation of metabolism and energy expenditure were investigated. The results show that the amount of energy intake and expenditure is regulated by the hypothalamus, which acts as a central energy balance center. The amount of energy intake is regulated by the hypothalamus through the release of orexin, which stimulates the appetite. The amount of energy expenditure is regulated by the hypothalamus through the release of thyrotrophic hormone-releasing hormone (TRH), which stimulates the release of thyrotrophic hormone (TSH) from the anterior pituitary gland. TSH then stimulates the release of thyroid hormone from the thyroid gland, which increases the basal metabolic rate and energy expenditure.

Analysis of the results shows that the amount of energy intake and expenditure is regulated by the hypothalamus. The amount of energy intake is regulated by the hypothalamus through the release of orexin, which stimulates the appetite. The amount of energy expenditure is regulated by the hypothalamus through the release of TRH, which stimulates the release of TSH from the anterior pituitary gland. TSH then stimulates the release of thyroid hormone from the thyroid gland, which increases the basal metabolic rate and energy expenditure. The results also show that the amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors.

Despite the general idea in the literature that the amount of energy intake and expenditure is regulated by the hypothalamus, the present study shows that the amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors.

Since the present study shows that the amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors, it is suggested that the amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors. The amount of energy intake and expenditure is regulated by the hypothalamus through the release of orexin and TRH, which act as central energy balance factors.

Sun(1) - CBS(Ch2) -- 9-10pm; DEBUT; General Electric House Party; from WCBS-TV to the net; summer replacement for the "Fred Waring Show" which returns on Sept 9; variety-quiz show with guest panel; Sponsor(for both) General Electric; Agency - Y&R; Producer - Frank Telford Y&R; Director - Preston Wood Y&R; Casting - Bob Schuler Y&R; MC - Oscar Levant; Music - John Gart & orch.

NBC(Ch4) -- 10-10:30pm; CHANGE; American Forum of the Air; from WNBW Wash to the net; show moves to this time from Sun 1:30-2pm; Sponsor - Bohn Aluminum; Agency - Zimmer-Keller(Detroit); Packager - Theodore Granik; Director - Carl Degen NBC; show will be seen in th this new time thru Sept 23.

8:30-9pm; DEBUT; Television Recital Hall; from WNBW to the net; summer replacement for 2nd half of "The Comedy Hour"; show will feature top musical soloists in straight concert recital format; Producer - Herbert Grossman; Director - Kirk Browning NBC.

8-8:30pm; DEBUT; American Inventory; from WNBW Wash to the net; 13 week series of experimental adult education programs presented by NBC & the Alfred P. Sloan Foundation; Producer - William Hodapp; Director - Charles Christansen NBC; cycle will deal with economic & social problems facing the US in 1951; a wide variety of graphic arts techniques will be used thru the series; first show's guests include Charles Kettering, Judge Samuel S. Leibowitz, Jackie Robinson.

WOR(Ch9) -- 5:30-6pm; DEBUT; The Magic Door; series of dramatized fairy tales & classical stories acted by children from 3 to 16; Sponsor - MacLevy Studios; Agency - Associated Advertising; Packager - MacLevy Video; Producers - Clyde Matthews & Ceil Loman; Director - Jerry Friedman; Music - Hal Pearl; Choreography - C. Frederick Knarr; Narrator - Ruth Mannig.

Mon(2) - ABC(Ch7) -- 8:30-9pm; DEBUT; Everybody's Business; from WJZ-TV to the net; series of documentary films presented by ABC & the Federal Security Agency; films, which were produced by various independent producers, will deal with health, education & social service; first film "Report on the Living" a report on ACTH, was produced by Ben Park(Chicago) for the US Public Health Service.

See Page 5 for additional Mon show

9-9:30pm; DEBUT; United - Or Not; from WJZ-TV to the net; UN discussion show with UN delegates & members of UN Correspondents Assn; show, which has been on ABC radio since May 1950 will be simulcast from the Security Council Chambers at Flushing; Producer - ABC Publ Affairs & UN Radio; Director - Emory Kellen of UN Radio; Moderator - John McVane.

CBS(Ch2) -- 8-8:30pm; DEBUT; Pantomime Quiz; WCBS-TV & the net via kine from KTTV Hwood; summer replacement for "Lux Video Theater" which returns Aug 27; Sponsor(for both) - Lever Bros(for Lux); Agency - J. Walter Thompson; Packager-MC - Mike Stokey; Director - Phillipe de Lacy; charades with permanent team competing against guests; Perm team - Vincent Price, Jackie Coogan, Adele Jergens, Hans Conried, Fred Clark, Fritz Feld; Anncr - Ed Reimers.

NOTE: See MAY 1951 issue(Vol.3 No.4) for all regularly scheduled summer departures.

THIS WEEK(Continued)

Mon(2) - CBS(Ch2) -- 7:45-8pm Mon-Wed-Fri; DEBUT; TV's Top Tunes; from WCBS-TV to the net; summer replacement for "The Perry Como Show" which returns Sept 3; musical show with Peggy Lee, Mel Torme, the Fontane Sisters & guests; Sponsor(for both) - Chesterfield; Agency-Cunningham & Walsh; Producer - Lee Cooley C&W; Director - Anthony Farrar; Anncr - Nelson Case; Music - Mitchell Ayres.

5-6pm Mon-Fri; Sun 11-11:30am; CHANGE; The Sheriff Bob Dixon Show; WCBS-TV only; show picks up sponsor for the 5-5:15pm slot Mon-Fri; Sponsor - NY Coca-Cola Bottlers; Agency - Wm Esty; Producer-Director - Frank Harms CBS.

NBC(Ch4) -- 2-2:30pm Mon-Fri; CHANGE; Easy Does It; WNBT only; show moves to this time from 6-6:25pm Mon-Fri; Sponsor - Participations; Producer - Alan Handley WNBT; Director - John Stearns WNBT; show stars Johnny Andrews & Francey Lane.

6-6:15pm Mon-Fri; CHANGE; Rootie Kazootie; WNBT only; show moves to this new time from Sat 11:30-12N & picks up new sponsor; Sponsor - NY Coca-Cola Bottlers; Agency - Wm Esty; Packager - Arnold Cohan; Director - Dwight Hemion WNBT.

6:15-6:25pm Mon-Fri; DEBUT; Seeing Is Believing; WNBT only; show presents unusual aspects of ordinary events & things; Producer - Steve Krantz WNBT; Director - Howard Davis WNBT; Narrator - Bert Lytell; show is sustaining.

11-12M Mon&Wed; DEBUT; Feature Film Series; WNBT only; series of feature films replaces "7 at 11" which departed June 27; first film to be "Thief Meets Thief" with Douglas Fairbanks Jr.

5:15-5:30pm Mon-Fri; DEBUT; Cowboy Playhouse; WNBT to the net; Western feature film serials replacing "The Gabby Hayes Show" (Mon,Wed,Fri) & "Panhandle Pete & Jennifer"(Tue&Thu) in this time until Aug 24; series is sustaining.

3:15-3:30pm Mon-Fri; RETURN; Vacation Wonderlands; WNBT to the net; travel show which replaces the "Ernie Kovacs Show" in this time slot; Producer-Narrator - Caroline Burke; Director - Don Hillman NBC; show is sustaining.

7-7:30pm Mon-Fri; CHANGE; Ernie In Kovacsland; from WPTZ Phila to the net; show moves into this time as summer replacement for "Kukla, Fran & Ollie" which returns on Aug 27; sustaining.

Tue(3) - DuM(Ch5) -- 8-8:30pm; DEBUT; Georgetown University Forum; from WTTG Wash to the net; public affairs discussion show produced by DuM & the faculty of Georgetown University; Moderator - Frank Blair; show replaces "Court of Current Issues" in this time slot.

NBC(Ch4) -- 7:30-7:45pm Mon-Fri; DEBUT; Song At Twilight; from WNBT to the net; summer replacement for "Mohawk Showroom"(Mon,Wed,Fri) & "The Little Show"(Tue&Thu); Little Show returns Aug 28, Mohawk returns Sept 4; show features Bob Carroll, pianist-singer; Producer - Dick Schneider NBC; Director - Garth Dietrick NBC; sustaining.

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THIS WEEK(Continued)

- Tue(3) - NBC(Ch4) -- 9-9:30pm; DEBUT; Fireside Arena Theater; from WNBT to the net; summer replacement for "Fireside Theater" which returns Aug 28; show is live dramatic series done in "arena" style; Sponsor(for both) - Procter & Gamble(for Duz,Ivory,Crisco); Agency - Compton; Producer-Director - Albert McCleery NBC; Scripts - Ethel Frank NBC; Casting - Bill Kaufman NBC.
- See Page 5 for added Wed Show
- Thu(5) - ABC(Ch7) -- 9-9:30pm; DEBUT; Don Ameche's Musical Playhouse; from WJZ-TV to the net; show is permanent replacement for "Holiday Hotel"; musical comedy series set in a summer theater; Sponsor - Arrow Shirts & Packard Motors(alt weekly); Agency - Y&R; Producer - Felix Jackson Y&R; Directors - Joe Scibetta(1st show only) & Richard Eckler Y&R; Writer - Arnold Horwitt; Casting - Jane Linden Y&R; Music - Bernie Green & orch; Cast includes Don Ameche, Betty Brewer, Dorothy Greener, the Charley Tate Dancers, the Don Craig Chorus.
- NBC(Ch4) -- 8-8:30pm; RETURN; It Pays To Be Ignorant; from WNBT to the net; summer replacement for "You Bet Your Life" which returns Oct 3; Sponsor(for both) - De Soto-Plymouth Dealers; Agency - BBD&O; Producer - Doug Coulter NBC; Director - Warren Jacober NBC; Annrcr - Ray Morgan; Script Editor - Ruth Howard Hoyt; Music - Tom Howard Jr & the Townsman Quartet; MC - Tom Howard; Panel - George Shelton, Lulu McConnell, Harry McNaughton.
- CBS(Ch2) -- 9-9:30pm; DEBUT; Your Esso Reporter; from WCBS-TV to the East. net; summer replacement for "The Alan Young Show" which returns Sept 6;(See "Meet Corliss Archer" below for midwest replacement); show is film newsreel; Packager - CBS & Telenews; Sponsor(for Reporter & Alan Young in East) - Esso; Agency - Marschalk & Pratt; Producers - Bob Bendick CBS & Jack Tobin,Telenews.
- Fri(6) - ABC(Ch7) -- 7:30-8pm; ONE SHOT; Canine Varieties; from WJZ-TV to the net; dog show with films & champion show dogs; Producer-Director - Ted Nathanson ABC; MC - Harry Hill; show is sustaining.
- CBS(Ch2) -- 9-10pm; DEBUT; Schlitz Film Firsts; from WCBS-TV & WBKB Chicago to the net; 13 week series of feature films which will be replaced on Sept 28 by new live dramatic series; Sponsor - Schlitz; Agency - Y&R; show takes the time of "Ford Theater" which departed June 29.
- 10-10:30pm alt Fri; CHANGE; Live Like A Millionaire; from WCBS-TV TV to the net; show will be seen in this slot instead of alt Fri 9-9:30pm; Sponsor - General Mills; Agency - Knox Reeves; Packager - Masterson, Reddy & Nelson; Producer - Jerry Bowne MRN.
- DuM(Ch5) -- 9-9:30pm; CHANGE; Hands Of Destiny; from WABD to the net; show picks up NYC sponsor; Sponsor - NY Coca-Cola Bottlers; Agency - Wm Esty; Producer - Charles Parsons DuM; Director - Pat Fay DuM.
- 9:30-10pm; RETURN; Front Page Detective; WABD to the net; show returns after 3 week hiatus; detective series on film; Sponsor - Guild Wine; Agency - Guild, Bascom & Bonfigli(San Francisco); Producer - Jerry Fairbanks, Hwood; Director - Arnold Wester; show stars Edmond Lowe.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors in that State.

Section 3. The Senate of the United States shall be composed of two Senators from each State, chosen by the Legislature thereof, for six Years; and each Senator shall have the Qualifications requisite for Senators in that State.

Section 4. The Times, Places and Manner of holding the Elections of Senators and Representatives, shall be prescribed in each State by the Legislature thereof; but the Congress may at any time by Law alter or change the Time, Places or Manner of holding such Elections, except as to the Places of Senators.

Section 5. The Congress shall assemble at least once in every Year, and such Meeting shall begin on the first Monday in December, but they may by Law alter the Day of the Commencement of the same.

Section 6. The Senators and Representatives shall receive Compensation for their Services, which shall be ascertained from Time to Time by the Congress. They shall also receive a Compensation for their Services as such.

Section 7. No Senator or Representative shall be held liable in any Court for any Speech or Debate in either House.

Section 8. The Congress shall have Power to lay and collect Taxes, Duties, Imposts and Excises, to regulate Commerce with foreign Nations, among the several States, and with the Indian Tribes;

to borrow Money on the Credit of the United States; to fix the Standard of Weights and Measures; to coin Money, to regulate the Value thereof, and to issue Paper Money; to regulate the Bankruptcy and Insolvency Laws; to regulate the Commerce and Fisheries with foreign Nations, and the Commerce and Fisheries among the several States, and with the Indian Tribes;

THIS WEEK(Continued)

Fri(6) - DuM -- 8-8:30pm; CHANGE; Twenty Questions; from WABD to the net; show moves to DuM from WOR-TV & picks up new sponsor; Sponsor - Mennen(for Mennen's Skin Bracer, Shave Creams, & Spray Deodorant); Agency - Duane Jones; Packager - Fred Vandevanter; Producer - Gary Stevens; Director - Dick Sandwick DuM; MC - Bill Slater; Panel - Vandevanter, Florence Renard, Johnny McPhee, Herb Polesie; contract is for 5 years

NBC -- 8:30-9pm; RETURN; The Clock; from WNBT to the net; summer replacement for "We the People" which returns Sept 7; Sponsor(for both) - Gulf; Agency - Y&R; Producer - Herb Swope NBC; Directors - Clark Jones & Grey Lockwood NBC; Scripts - H. Philip Minis NBC.

9-9:30pm; DEBUT; Door With No Name; from WNBT to the net; summer replacement dramatic series for "The Big Story" which returns Aug 31; Sponsor(for both) - Pall Mall; Agency - SSC&B; Producer - Tom Vietor SSC&B; Director - Walter Seldon SSC&B; Writers - Irve Tunick & Martha Wilkerson; show stars Grant Richards & Mel Ruick.

Sat(7) - NBC -- 7-7:30pm; DEBUT; Tom Corbett, Space Cadet; from WNBT to the net; edited kinescope series which will be in addition to the regular "Space Cadet" series seen on ABC Mon,Wed,Fri 6:30-6:45pm; this new show is summer replacement for "The Victor Borge Show" which returns on Sept 1; Sponsor(for both) - Kellogg's; Agency - Kenyon & Eckhardt; Packager - Rockhill; Producer - Allen Ducovny, Rockhill; Director - George Gould, Rockhill.

ADD -- THIS WEEK -- ADD

Mon(2) - CBS -- 9:30-10pm; DEBUT; It's News To Me; from WCBS-TV to the net; current events panel quiz show which replaces "Who's Who"(See Last Week's Changes below) in this time; Sponsor(for both) - General Foods(for Sanka); Agency - Y&R; Packager - Goodson-Todman; Director - Jerome Schnur CBS; Moderator - John Daly; Panel - Quincy Howe, Anna Lee, John Henry Faulk, Robin Chandler.

Wed(4) - CBS -- 9-9:30pm; DEBUT; Strike It Rich; from WCBS-TV to the net; show takes time vacated by "Charlie Wild" which departed June 27(See Last Week below; this show is in addition to the Mon-Fri 4-4:30pm series; Sponsor - Colgate(for products not yet set); Agencies - Wm Esty & Sherman & Marquette; Producer - Walt Frammer CBS; Director - Matthew Harlib CBS; MC - Warren Hull; show debuted Mon-Fri on May 7, 1951.

LAST WEEK'S CHANGES

ABC - Showtime, USA - Sun 7:30-8pm WJZ-TV to the net; show departed after performance on June 24; Packager - ANTA; Producer - Vinton Freedley ANTA; Assoc Prod-Dir-Writer - Howard Teichmann ANTA; sponsor dropped show June 2; Sponsor - Dodge Dealers; Agency - Ruthrauff & Ryan.

The Carmel Myers Show - Tue 7:15-7:30pm WJZ-TV to the net; show debuted June 26; interview show with celebrity guests who have been involved with show biz in the past & present; Director - Bob Doyle ABC; MC - Carmel Myers; sustaining.

CBS - The Sam Levenson Show - Sat 7-7:30pm WCBS-TV to the net; show departed after performance on June 30; RETURN - indefinite; Sponsor - Tintair; Agency - Cecil & Presbrey; Producer - Irving Mansfield CBS; Director - Byron Paul CBS.

LAST WEEK'S CHANGES(Continued)

CBS - Charlie Wild, Private Detective - Wed 9-9:30pm WCBS-TV to the net; show departed after performance on June 27; Sponsor - Wildroot; Agency - BBD&O; Packager-Producer - Larry White; Director - Len Valenta; Assoc Producer - Wendy Sandford.

Who's Whose - Mon 9:30-10pm WCBS-TV to the net; show debuted June 25 as replacement for "The Goldbergs" & was itself replaced after this one performance by "Its News To Me"(See This Week - ADD); Sponsor(for all) - General Foods(for Sanka); Agency - Y&R; Producer(Who's Whose) - Lester Lewis; Director - Alex Leftwich; MC - Phil Baker; Panel - Robin Chandler, Art Ford, Basil Davenport plus 1 guest; format consisted of panel trying to pair husbands & wives.

Songs For Sale - Sat 10-11pm WCBS-TV to the net; show debuted June 30 in place of "Sing It Again"; Sponsor(10-10:15pm slot) - Carter Prods(for Arrid); Agency-SSC&B; Producer - Al Span CBS; Director - Bob Bleyer CBS; MC - Steve Allen; show will feature 2 guest singers weekly; show is simulcast.

Amos 'n' Andy - Thu 8:30-9pm WCBS-TV to the net - on film; show debuted June 28; Sponsor - Blatz; Agency - William H. Weintraub; Producers - Freeman Gosden & Charles Correll; Assoc Producer - James Fonda; Director - Charles Barton; Unit Mgr - John Morse; Sets - McClure Capps; Costumes - Harry Black; Writers - Joseph Connelly, Robert Mosher, Robert Ross; Perm Cast - Tim Moore(Kingfish), Spencer Williams(Andy), Alvin Childress(Amos).

The World Is Yours - Mon-Fri 4:30-5pm WCBS-TV(COLOR) to the net; nature show with Ivan Sanderson; Sponsor - General Mills(for Betty Crocker Cake Mixes); Agency - BBD&O; Packager - CBS & Ivan Sanderson Prod'ns; Director - Frances Buss CBS; show debuted June 26.

Modern Homemakers - Mon-Fri 10:30-11am WCBS-TV(COLOR) to the net; cooking & homemaking show which debuted June 27; Director - Frances Buss CBS; MC - Edal-Edaline Stohr; sustaining.

Premiere - Monday June 25 4:30-5:30pm(one time only) WCBS-TV(COLOR) to the net; first commercial color show; Sponsors - General Mills, Lincoln-Mercury, Longine, Pabst Beer, Revlon, Lipton's Tea, P&G(for Ivory Soap & Duz), Standard Brands (for Tenderleaf Tea & Instant Chase & Sanborn Coffee), Pepsi-Cola, Monarch Foods, Nat'l Biscuit, Best Foods(for Rit Prods), Wrigley's Gum, Toni, Liggett & Myers(for Chesterfield), Quaker Oats(for Aunt Jemima Cake Mixes); Exec Prod - Fred Rickey CBS; Producer - Jerry Danzig CBS; Director - Frances Buss CBS; guests included Faye Emerson, Ed Sullivan, Arthur Godfrey, Wayne Coy, William Paley, Sam Levenson, Robert Alda, Frank Stanton, Garry Moore, members of the NYC Ballet; show originated at CBS Studio 57(109 St & Fifth Ave).

All Around the Town - Mon,Wed,Fri 3:30-4pm WCBS-TV to the net; new title for show which debuted June 18 as "Meet The People"; documentary sight-seeing trips around NYC; Producer-Director - Rai Purdy CBS; MC - Mike Wallace; Sustaining.

People's Platform - Sun 6:30-7pm WFOP-TV Wash to the net; show moved to this time June 24 from Sun 6-6:30pm; on Sun July 29 it will move back into the 6:30pm slot; Producer - Lewis Shollenberger CBS; Director - Charles Von Fremd CBS; show is sustaining.

Open Hearing - Sun 6-6:30pm WFOP-TV Wash to the net; new title & time for "The Facts We Face" which was seen Sun 5:30-6pm thru June 17; show will move back to 5:30-6pm slot on July 29; Producer - Charles Von Fremd CBS; Director - Charles Hill CBS; MC - Walter Cronkite; show is sustaining.

LAST WEEK'S CHANGES(Continued)

- CBS - Man Against Crime - Fri 8:30-9pm WCBS-TV to the net; Robert Preston replaced Ralph Bellamy as star for summer(June 29 thru Aug 10); Phil Reisman Jr writes the show in place of Lawrence Klee for a 13 week period beginning July 6; Sponsor- Camel; Agency - Wm Esty; Producer - Edward J. Montagne at Esty; Director - Mel Burke at Esty; Music - Arlo.
- DuM - The Plainclothesman - Sun 9:30-10pm WABD to the net; show returned June 24 after 4 week absence in this new time for new sponsor; Sponsor - Larus & Brother(for Edgeworth Pipe Tobacco & Holiday Cigarettes); Agency - Warwick & Legler; Packager - Transamerican; Producer - John L. Clark, Trans; Director - William Marceau DuM; show stars Ken Lynch & Jack Orrison.
- Wrestling With Dennis James - Mon 9-11pm WABD to the net; show picked up new sponsor June 25; Sponsor - Boyle-Midway(for Autobrite Silicone Car Polish); Agency - W. Earl Bothwell; Director - Jim Saunders DuM; Commentary - Dennis James; show originates at Columbia Park N.J.; previously sponsored by Bond Clothes(thru Grey).
- NBC - Mind Your Manners - Sun 12:15-12:45pm WNBT only; TV version of the radio teenage roundtable discussion show which debuted June 24; Producer-MC - Allen Ludden; Director - Dwight Hemion WNBT; show is sustaining.
- Story Theater - Mon 10:30-11pm WNBT only; 11 week series of films for TV which debuted June 25; Sponsor - NY Ford Dealers; Agency - J. Walter Thompson; Agency-Supervisor - Buz Kulik JWT; films were originally used on the "Your Showtime" series sponsored by Lucky Strike(thru BBD&O) on NBC TV in 1949; on Aug 27 "Story Theater" will be replaced by "Boston Blackie" adventure series on film produced by Ziv in Hwood with Kent Taylor & Lois Collier as permanent leads.
- Straw Hat Matinee - Mon-Fri 4-5pm WLW-T Cincinnati to the net; daytime variety show which debuted in time vacated by "The Kate Smith Hour" on June 25; Kate Smith returns Sept 10; show is divided into 4-15 min segments each with an individual format(women's fashion, musical-variety, and partic quiz, hillbilly music); MC - Mel Martin.
- Broadway Open House Tue,Thu,Fri 11-12M WNBT to the net; Donald Richards was signed as featured singer for the show effective June 28; Sponsor - Anchor-Hocking; Agency - Weintraub; Producer - Ray Buffum NBC; Director - Jac Hein NBC.
- WOR - Mr & Mrs Mystery - Tue 8-8:30pm WOR-TV; show moved to this new day & time from Fri 7:30-8pm on June 26; Producer-Director - Harvey Marlowe; Writer - John Gay.
- Stan Lomax - Nine Star Sports - Mon-Fri 6:30-6:45pm WOR-TV; new sports news & features show with films which debuted June 25; Director - Roger Bower WOR.
- PIX - Clubhouse Interviews - 10 min interview show following all Giant home games; show picks up new sponsor as of June 27 in place of Barney's Clothes(thru Emil Mogul); Sponsor - White Rock; Agency - Kenyon & Eckhardt; alt shows are sponsored by Thom McAn(thru Neff-Rogow); Prod-Dir - Jack Murphy WPIX; MC - Win Elliott.

FUTURES

- July 15 - CBS -- Go Lucky - Sun 7:30-8pm WCBS-TV to the net; new comedy quiz series as summer replacement for "This Is Show Business" which returns Sept 9; Sponsor(for both) - Lucky Strike; Agency - BBD&O; Packager - Louis G. Cowan; Producer - Herb Moss for Cowan; Director - Jerome Schnur CBS; MC - Jan Murray.

CBS - Man Against Crime - 7:30-8:00 PM - The new Robert F. Kennedy episode...
The show in place of Lawrence Sanders for a 15 week period beginning July 15.
Sponsor - General Agency; Agency - Robert F. Kennedy; Director - Robert F. Kennedy.

ABC - The Psychiatrist - 8:30-9:00 PM - The new show...
after a week absence in this new time for new sponsor; Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - With Dennis Jensen - 8:30-9:00 PM - The new show...
show played up new...
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Wild from Montana - 8:30-9:00 PM - The new show...
TV version of the radio series...
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Story Theater - 10:30-11:00 PM - The new show...
15 week series of films for TV which...
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Great Girl Material - 11:00-11:30 PM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Brooklyn - 11:30-12:00 AM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Mr. & Mrs. Mystery - 12:30-1:00 AM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - Good Times - 1:30-2:00 PM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

ABC - California Interviews - 2:30-3:00 PM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

NOTES

ABC - So Lucky - 3:30-4:00 PM - The new show...
show which debuted in time vacated by "The Last..."
Sponsor - General Agency; Agency - General Agency; Director - General Agency.

<u>PROGRAM</u>	<u>NET TIME</u>	<u>GUESTS</u>
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY JUNE 29

<u>Eloise Salutes</u>	DuM 11pm	Charles De Zemler(owner of the Radio City Barbershop)
<u>Ford Theater</u>	CBS 9pm	<u>The Ghost Patrol</u> - by Sinclair Lewis; adapted by William Kendall Clarke; with Ernest Truex, Jane Seymour, Dennis Harrison, Martin Newman, Bernice Marsh, Tommy Nello, Florence Anglin, Ralph Robertson Jr, Paul Ford, Harry Cook, Salem Ludwig; show on this date will be kinescope of the above which was done on Ford Theater Friday March 2, 1951.
<u>We the People</u>	NBC 8:30	Martha Scott, Vic Damone

***** Other shows on this date were listed in last week's issue.

SATURDAY JUNE 30

<u>Bob Consideine</u>	NBC 5:45	Thomas K. Finletter, secretary for Air
<u>Faith Baldwin</u>	ABC 12:30	<u>Barry & The Beautiful Doll</u> - adapted by Gene Hurley; with John Carradine, Edythe Wood, Edwin Cooper, Oliver Thorndike, Leona Powers
<u>Faye Emerson</u>	CBS 9pm	Pearl Bailey, Joan McCracken, Phil Baker, Nancy Walker
<u>Laraine Day</u>	ABC 1:30	Pancho Gonzales, Col. Ben C. Limb, Bob Shakelton & Ginny Somers (S,M), Marilyn Ross
<u>Sam Levenson</u>	CBS 7pm	Morey Amsterdam & son Gregory
<u>Show Goes On</u>	CBS 9:30	Sylvan Levin, Beth Gardner, Mel Kline

SUNDAY JULY 1

<u>Celebrity Time</u>	CBS 10pm	Ray Middleton, Jane Wilson
<u>G.E. House Party</u>	CBS 9pm	Cornelia Otis Skinner, Isabel Bigley, Dean Murphy, Binnie Barnes, Whitney Bolton, Herman Levin, John Cecil Holm, Jay Marshall, Stanton & Luster(D)

NEW SHOWSHEET FORMAT

The TV *SPAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet.... Look for programs that are prefaced with two stars (**) and with talent names capitalized. They represent - in our opinion - programs which this week are presenting interesting performances by dramatic or variety talent worth watching for future use.

SUNDAY JULY 1(Continued)

Leave It... Girls NBC 7pm John K.M. McCaffrey, Binnie Barnes, "Buff" Cobb

Mrs. Roosevelt NBC 5pm Harry Jacob Anslinger, Fed. Com. of Narcotics & Dr. Stuart Chapman of US Pub. Health Service

Paul Whiteman ABC 7pm Anne Jeffreys

Philco Playhouse NBC 9pm The Plot - by Evelyn Piper; adapt by William Kendall Clarke; with Edgar Stehli, Dorothy Elder, Donald Buka, Alfreda Wallace, Elliott Sullivan, Helen Dowdy, Emory Richardson, Floyd Ennis

Plainclothesman DuM 9:30 Murder Stops A Wedding; with Ralph Camargo, Anna Minot, Ken Lynch, Jack Orrison, David Orrick

Rocky King DuM 9pm The Knife And The Number - by Sheldon Stark & Wallace Thompson; with Maxine Stuart, Stephen Gravers, Lewis Howard, Wylie Hancock

TV Recital Hall NBC 8:30 Gyorgy Sandor, pianist

This Is Show Biz CBS 7:30 Sam Levenson, Victor Borge, Jacqueline Susann, Bert Wheeler, Hal LeRoy, Dorothy Collins

Toast Of The Town CBS 8pm Joe E. Brown, Robert Merrill, Pat Rooney Sr., Anna Maria Alberghetti & brother Paolo, Margaret Brown(D), Schmitt Bros Quartet, Tong Bros(acro), Maxie(clown)

MONDAY JULY 2

Cameo Theater NBC 8pm Betrayal - by Harry W. Junkin; with Nina Foch, Philip Reed, Ellen Mahar, Sarah Anderson, Jean Hayworth, Madeline Clive, Douglas Rutherford, Oliver Grandi

Footlights NBC 11:45am June Lockhart

Garry Moore CBS 1:30 Arnold Stang

H'wood Screen Test ABC 7:30 Olive Blakeney, guest; Biff Elliot & Brandon Peters, contestants

**LIGHTS OUT NBC 9pm AND ADAM BEGOT - by ARCH OBOLER, adapt by ERNEST KINOY; with KENT SMITH, JOAN WETMORE, PHILIP BOURNEUF, KURT KATCH in the first of a series of Arch Oboler stories especially adapted for Lights Out.

**LUCKY STRIKE NBC 9:30 WHEN WE ARE MARRIED - by J.B. PRIESTLY, adapt by IRVING GAYNOR NEIMAN; with RODDY McDOWALL, BRAMWELL FLETCHER, FREDERIC TOZERE, ISOBEL ELSOM, PATRICIA WHEEL

Steve Allen CBS 12N Roy Smeck(C), Ilona(acro), "Dynamite" Jefferson(D)

Talent Scouts CBS 8:30 Nadja Witkowska(S), Nick Beni(S), Ira Brandt Trio(M) Freddie Gray & The Graytones(S)

**TED STEELE PIX 2pm PHIL QUIRK, young vocalist in first professional engagement will be seen on this show thru July 6

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12. The twelfth section of the Act...	111	111
13. The thirteenth section of the Act...	112	112
14. The fourteenth section of the Act...	113	113
15. The fifteenth section of the Act...	114	114
16. The sixteenth section of the Act...	115	115
17. The seventeenth section of the Act...	116	116
18. The eighteenth section of the Act...	117	117
19. The nineteenth section of the Act...	118	118
20. The twentieth section of the Act...	119	119
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23. The twenty-third section of the Act...	122	122
24. The twenty-fourth section of the Act...	123	123
25. The twenty-fifth section of the Act...	124	124
26. The twenty-sixth section of the Act...	125	125
27. The twenty-seventh section of the Act...	126	126
28. The twenty-eighth section of the Act...	127	127
29. The twenty-ninth section of the Act...	128	128
30. The thirtieth section of the Act...	129	129
31. The thirty-first section of the Act...	130	130
32. The thirty-second section of the Act...	131	131
33. The thirty-third section of the Act...	132	132
34. The thirty-fourth section of the Act...	133	133
35. The thirty-fifth section of the Act...	134	134
36. The thirty-sixth section of the Act...	135	135
37. The thirty-seventh section of the Act...	136	136
38. The thirty-eighth section of the Act...	137	137
39. The thirty-ninth section of the Act...	138	138
40. The fortieth section of the Act...	139	139
41. The forty-first section of the Act...	140	140
42. The forty-second section of the Act...	141	141
43. The forty-third section of the Act...	142	142
44. The forty-fourth section of the Act...	143	143
45. The forty-fifth section of the Act...	144	144
46. The forty-sixth section of the Act...	145	145
47. The forty-seventh section of the Act...	146	146
48. The forty-eighth section of the Act...	147	147
49. The forty-ninth section of the Act...	148	148
50. The fiftieth section of the Act...	149	149

MONDAY JULY 2(Continued)

Voice..Firestone NBC 8:30 James Melton

**WESTINGHOUSE CBS 10pm THE SWAN - by FERENC MOLNAR, adapt by Molnar; with MARIA RIVA, ALFRED RYDER, JOHN NEWLAND, KATHERINE WILLARD, FREDERICK WARLOCK, BERTHA BELMORE, RICHARD MALEK, ANN DUNNIGAN; produced by MONTGOMERY FORD, directed by WALTER HART

TUESDAY JULY 3

Armstrong Thtr NBC 9:30 Leave It To Mother- by Anne Howard Bailey; with Enid Markey, Howard Freeman, Bethel Leslie, Cliff Robertson, Peggy Nelson, Elmer Lehr, Hilda Bruce, Pauline Myers

Carmel Myers ABC 7:15 Oscar Hammerstein

Cav Of Bands DuM 9pm Sammy Kaye & Orch; Barbara Benson & Tony Alamo(S)

**DANGER CBS 10pm THE PAPER BOX KID - by MARK HELLINGER, adapt by W. BERNSTEIN; with JOE MANTELL, PAUL VALENTINE, HELEN GILLETTE, ARTHUR O'CONNELL, FLOYD ENNIS, CARMEN COSTA, LOUIS SORIN BEN YAFFE....and MARTIN RITT, producer-director of Starlight Theater, who makes his debut as video actor in the central role on this show.

Fireside Arena Thtr NBC 9pm Moment Of Glory - by George & Gertrude Fass; with Vaughn Taylor, Joanna Douglas, Richard Wigginton, Frank Mullen, Bernard Burke

Footlights NBC 11:45am Judith Evelyn

Garry Moore CBS 1:30 Phil Foster(C)

Mr & Mrs Mystery WOR 8pm The Case of the Felonious Family; with Lord Buckley, Lyn Merrill, John Mantley

Steve Allen CBS 12N The Tampa Boys(D), Eugenie Laird(S), Sybil Bowan(mim.)

Stork Club CBS 7:45 Betty Forsling, Anne Jeffreys, Robert Sterling

**SUSPENSE CBS 9:30 BLOOD ON THE TRUMPET - by HENRY MYERS; with JOHN FORSYTHE, CLORIS LEACHMAN, VIRGINIA GILMORE, ROBERT EMHARDT, ROBERT HARRIS, VICTOR RENDINA; produced & directed by ROBERT STEVENS

WEDNESDAY JULY 4

Four Star Revue NBC 8pm Jack Carson, MC; Lola Albright, Sweeney & March, Jack Norton, the Honey Brothers(D)

Garry Moore CBS 1:30 Milbourne Christopher(magician)

**KRAFT THEATER NBC 9pm THE ADVENTURES OF TOM SAWYER - by MARK TWAIN; adapted by R. Howard Lindsay; with CLIFFORD SALE, SUSAN HARRIS, JOE WALSE, GENE LEE, JUNE WALKER, KATHERINE MESKILL, LOIS HOLMES, JOHN SHELLEY, PHILIP HEPBURN, TONY HALLORAN, NANCY MALONE, ALBERT STODDERMAN, JOE DI REDA, LAWRENCE RYLE, ARTHUR CASSEL; produced & directed by SPAN QUINN

Steve Allen CBS 12N John Coy(D), Mildred Jo-Ann Smith(S)

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WEDNESDAY JULY 4(Continued)

The Web CBS 9:30 Old Jim's Second Woman - by Margaret Mansfield; adapted by Sumner Locke Elliott; with Iris Mann, Joanna Roos, Clock Ryder, Howard Weirum, Nan McFarland

THURSDAY JULY 5

Alan Young CBS 9pm Mel Torme, Barry Kelly, John Qualen, Tom Dugan

Big Town CBS 9:30 Box 243; with Judith Parrish, Calvin Thomas, Ed Cooper, Richard MacMurray, Charlotte Knight

**CRIME PHOTOG. CBS 10:30 THE RETIREMENT OF WILLIE - by ALVIN SAPINSLEY; with CLORIS LEACHMAN, E.G.MARSHALL, MICHAEL STRONG, RAY DANTON, TOM GORMAN; produced by MARTIN MANULIS

Ellery Queen DuM 9pm The Frightened Child; with Barbara Bolton, Lee Graham, Peg Hillias, Blair Davies

Ford Festival NBC 9pm Jarmila Novotna, Herb Shriner

Stork Club CBS 7:45 Yul Brynner, Princess Pacelli(niece of the Pope)

**T-MEN IN ACTION NBC 8:30 THE CASE OF THE DEVIL'S DONKEY; with WALTER GREAZA, MIRIAM GOLDINA, LAWRENCE FLETCHER, GEORGE PETRIE, ALAN SHAY, LUIS VAN ROOTEN

FRIDAY JULY 6

Caval of Stars DuM 10pm Roberta Peters(S), Vinni de Campo(S), Irving Fields Trio

The Clock NBC 8:30 Journey Along the River - by Edward Mabley & Joanna Roos; with Martha Scott, Lilli Darvas, Harold McGee, Raoul de Leon, Svea Grunfeld

Door With No Name NBC 9pm Grant Richards, Melville Ruick, Adrian Bayan, Stefan Schnabel, Leonard Yorr

Eloise Salutes DuM 11pm Henny Youngman

Footlights NBC 11:45am Eva Le Galliene

Garry Moore CBS 1:30 H. Allen Smith(writer)

Hands of Destiny DuM 9pm The Strange Journey - by Lawrence Menkin; with Anna Minot, Donald Murphy, Robert Middleton, John Morley, Natalie Core, Jon Silo, Rod Colbin

**MAN VS. CRIME CBS 8:30 ANN MARN0, MARILYN CLARK, JOHN SCANLON, VERA HOLTEN, MARY ALEY, CLIFFORD COTHREN, DONNELL O'BRIEN; show stars RALPH BELLAMY & ROBERT PRESTON; produced by EDWARD J. MONTAGNE, directed by MELVILLE BURKE

**STEVE ALLEN CBS 12N JERRY WAYNE(S), COOK & BROWN(D), RAY ENGLISH(C)

Extra copies of the Monthly Report for May(Vol.3 No.4) are available to subscribers at \$3 each....You may want another one of these complete analyses of every television program.

IN TOWN - POSSIBLE GUEST SHOTS

ANNA MARIA ALBERGHETTI young Paramount soprano in from Italy - AGT: Frank Esternaux, Central Artists CI 5-4682

ANDREWS SISTERS - MGR: Lou Levy

WARNER ANDERSON film actor avail TV - AGT: Jack Lawrence JU 2-3885

BARBARA BEL GEDDES current "The Moon Is Blue" - AGT: Sam Jaffe PL 9-6693

SIDNEY BLACKMER - AGT: Sam Jaffe

BEULAH BONDI - AGT: Joe McGee, Wm Morris JU 6-5100

MONICA BOYAR from Cuba July 26 - Bonnie Alden Baum-Newborn BR 9-6377

BARBARA BRITTON - AGT: Jack Lawrence

JOE E. BROWN current "Courtin' Time" - Bonnie Alden BR 9-6377

JOHN CARRADINE - AGT: Peter Witt PL 9-7966

LEO G. CARROLL - AGT: Jack Lawrence

NANCY CARROLL - AGT: Viola Rubber TE 8-7035

ROBIN CRAVEN of "King And I" avail Sun, weekdays up to 9:30pm - AGT: Francis Head, Gibbs CO 5-7504

ANN CROWLEY "Seventeen" lead - PRESS: Don Coplin PL 9-5260

XAVIER CUGAT - AGT: MCA PL 9-7500

HELMUT DANTINE current "Shadow Of The Cloak" TV show, avail outside TV - AGT: Bonnie Alden

JANE DAREWELL Hwd character actress in NY avail TV - AGT: Sam Jaffe

CLAUDE DAUPHIN will be in NY from France July 10 - AGT: Henry Guettel, Gale Agcy PL 7-7100

CONSTANCE DOWLING now rep. by Frank Cooper Assoc. VA 6-5661

JUDITH EVELYN - MGR: L. Arnold Weissberger PL 8-0800

JOSEFINA GARCIA Latin American concert dancer avail TV - AGT: Maria Korwin WA 9-4488

IGOR GORIN - PRESS: Muriel Francis PL 9-5600

GINA Hindu dancer avail performance & intvw AGT: Maria Korwin WA 9-4488

MIRIAM HOPKINS now in NY - AGT: Joe McGee, Wm Morris JU 6-5100

IN TOWN cont.

DAVID GOULD "Taxi-Cab Philosopher" avail radio, TV intvw - PRESS: Richard Roffman RH 4-3600

MIRIAM JARON singer "Miss Israel" - MGR: Sol Tepper CI 6-5830

VICTOR JORY current "Season In The Sun" - AGT: Joe McGee JU 6-5100

ANNA LEE current "Date With Judy", avail outside TV - PRESS: Charles Dreyfus PL 3-6971

RODDY MACDOWALL - AGT: Sam Jaffe PL 9-6693

FRANK McHUGH - AGT: Sam Jaffe

ELI MINTZ "Uncle David" of "The Goldbergs" avail radio or TV - PERS MGR: Arthur Pine VA 6-6-2680

VAUGHN MONROE - PRESS: Earle Ferris PL 9-2846

ALAN MOWBRAY - AGT: Lucy Kroll PL 7-4250

MAE MURRAY - AGT: Jerry Rosen PL 7-6185

MARGARET O'BRIEN - PRESS: Bud Granoff CI 6-2765

VINCENT PRICE - AGT: Jack Lawrence

WILLIAM PRINCE "As You Like It" lead avail TV - AGT: Barna Ostertag, Kroll PL 7-4250

ROWENA ROLLINS comedienne avail TV, own material - AGT: Al Grossman CI 5-8422

HERB SHRINER - MGR: Ted Ashley MU 7-0576

WALTER SLEZAK - AGT: Jack Lawrence

KAY STARR vocalist - AGT: General Artists CI 7-7550

BEATRICE STRAIGHT - AGT: Joe McGee

WILLIAM STYRON 25-yr-old writer, 1st novel "Lie Down In Darkness" to be publ Aug 20, will be avail intvw - CON: Elizabeth Bragdon MU 4-6950

GLADYS SWARTHOUT returned from Europe - CON: Eleanor French, Col. Artists CI 7-6900

SAHOMI TACHIBANA Japanese dancer avail TV AGT: Maria Korwin

OLIVER THORNDIKE back from Ann Arbor - AGT: Barna Ostertag PL 7-4250

ROLAND YOUNG back from Florida - AGT: Francis Head, Gibbs Agcy CO 5-7504

PROGRAM TRENDS: MAY 1950-1951

(all programs, network & local, seen on 6 NYC stations)

QUARTER HOURS (1 week)

	MAY			MAY			
	1951	1950	+ or -	1951	1950	+ or -	
Daytime-Women's *	470	376	+ 94	31	35	- 4	
Film Features	459	249	+210	26	26	—	
Sports Remotes & News	372	417	- 45	Audience Participation	24	25	- 1
Children's	208	197	+ 11	Situation Comedy	22	13	+ 9
Dramas & Serials	118	69	+ 49	Talent-Showcase	20	26	- 6
Comedy-Variety	99	77	+ 22	Religious	15	8	+ 7
Musical Variety	74	82	- 8	Total ¼ Hours - (2067)(1694) +373			
News Reviews	58	56	+ 2				
Education-Exposition	38	15	+ 23				
Public Affairs	33	23	+ 10				

* Includes all daytime weekday programs except sports...others are evening & weekend only. Include WOR Telefax News

NOTE

Some 373 more quarter hours(91 hours) per week were being telecast by six NYC stations (WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX) at the end of the Spring program cycle in May this year than at a similar time a year ago. Greatest jump in the total was accounted for by film features...largely at the expense of sports. WCBS-TV alone more than doubled its film programming, showing 90 ¼hrs during one week in May, as opposed to 42 ¼hrs a year ago. The practice of late late shows running to 1 am on WOR, WCBS & WPIX also are factors along with the cutting down on remote telecasts of wrestling & boxing. In both tabulations('50 & '51) a potential 60 hours per week for baseball was allowed. Of course, daytime weekday programming jumped tremendously, while Public Affairs programs and educational-expositional program fare also was increased, among others.

WEEKLY QUARTER HOURS - BY TYPE & STATION

CATEGORY	WABD	WCBS	WJZ	WNBT	WOR	WPIX	TOTAL
Daytime-Women	67	82	76	110	51	64	470*
Film Features	35	90	77	29	92	136	459
Sports	108	6	26	7	127	98	372
Children's	22	34	48	52	40	12	208
Dramas&Serials	28	35	15	36	4	0	118*
Comedy-Var'ty	4	26	16	52	0	1	99
Musical Var'ty	10	15	19	17	9	4	82
News Reviews	10	11	0	9	21*	7	58
Educa-Exposin	6	10	3	16	1	2	38
Public Affairs	4	8	2	10	2	7	33
Interview	5	3	10	13	0	0	31
Panel Quiz	0	6	4	10	2	4	26
Audience Part.	2	10	6	6	0	0	24
Situa'n Comedy	0	6	10	4	0	2	22
Talent	0	6	8	6	0	0	20
Religious	5	2	8	0	0	0	15
TOTALS	306	370	328	377	349	337	2067
*Plays	6	22	8	22	2	0	60
Pvt Eye-Mysty	12	8	2	4	2	0	26
Serials	10	5	5	10	0	0	32
*Homemaking	45	14	59	40	27	4	189
Aud'ce Partic	22	18	0	34	0	0	74
Beauty	0	5	1	0	14	0	20
Variety	0	40	2	31	10	60	143
Interview	0	25	14	5	0	0	44

ANALYSIS

Of course, all figures were arrived at arbitrarily by our own consistent method of computation..... Since the period covered was one week in May, baseball (80 ¼hrs per week per station: WABD,WOR,WPIX) affects many of the totals. On non-baseball days, the stations usually program film,informal variety or Telefax News on WOR(*).We have tried to allow for this and also for programs that appear on alternate weeks.

Therefore, our figures may not correspond exactly with any others but they are nevertheless consistent in derivation throughout.

Breakdowns immediately to the left were lumped together to form totals for Dramas & Daytime - Women's Interest categories in the tabulation immediately above.

NEW YORK TV PROGRAMS, BY TYPES(FROM NEW YORK TELEPULSE REPORTS)

	Jan-June 1951		Jan-June 1950	
	# $\frac{1}{4}$ Hrs.	Avg.Rtg.	# $\frac{1}{4}$ Hrs.	Avg.Rtg.
Films: Features	2360	3.5	917	5.3
Shorts	545	1.8	247	2.7
Westerns,Serials	1017	4.7	915	6.8
Women's Interest	1572	2.2	768	2.4
All Sports(Combined)	1388	6.6	1366	8.7
Wrestling	411	4.3	478	8.7
Baseball	315	10.4	162	18.2
Boxing	287	8.1	350	8.7
Roller Derby	99	6.1	102	9.0
Basketball	98	6.3	108	6.8
Racing	48	3.4	56	5.6
Sports News	90	3.7	98	4.0
Kid Shows	1313	6.5	757	10.5
Musical Variety	901	4.4	449	6.4
Quiz-Audience Partic	882	4.9	444	8.3
Comedy-Variety	784	12.8	370	21.1
Interviews	544	3.7	181	7.4
News	528	3.7	279	5.1
Dramatic: Drama & Mystery	496	15.4	390	19.3
Comedy Situation	133	12.0	103	10.7
Serial Stories	60	3.6	-	-
Test Pattern & Music(or News)	293	.6	707	.8
Music	255	3.1	332	5.0
Forums, Discussions	212	3.7	179	5.6
Education & Science	174	2.9	20	3.4
Talent	118	11.2	128	14.5
Religion	89	1.6	83	1.9
Mr. & Mrs.	76	1.4	32	3.3
Miscellaneous	307	3.0	293	5.2
TOTAL.....	14,007	5.37%	8,948	7.69%
		combined average		combined av.

NOTE: TelePulse breakdown of programs by type differs slightly from ROSS REPORTS type categories on the previous page, but for the most part they are based upon program data supplied by ROSS REPORTS. The above chart further illustrates the increase in program hours & the general decline in ratings. It also helps to establish prevalent program favorites over a six-month period.

PROGRAM CASUALTIES - July 1950 to June 1951

On the following pages, we have listed those programs which were no longer being telecast as of the beginning of June 1951. Some 225 programs were dropped from NYC program schedules during the past year, many of them seasonal fillers. But among those former favorites which bit the dust you can recognize such as: The Billy Rose Show, Nash Airflyte Theater, Sure As Fate, Prudential Family Theater, The Trap, Magnavox Theater, Star Time, College Bowl with Chico Marx, Musical Comedy Time, The Jack Haley Show, Henry Morgan, Vincent Lopez, Jeanne Bargin, Peter Lind Hayes & Mary Healy, Kay Kyser, Candid Camera, Winner Take All, TV Auctionaire, Versatile Varieties, Mr. Magic-Norman Jensen, Kuda Bux, Maggi McNellis' Private Wire, Think Fast, & others.

TOTAL DEPARTURES: Dramas - 20, Musicals - 34, Comedy-Variety - 14, Children's Shows - 19, Audience Participation - 9, Talent - 9, Women's general daytime - 8, homemaking - 14, news - 6, interview 16, educational - 10, Panel - 10, sports - 17, misc - 39.

PROGRAM CASUALTIES - July 1950 to June 1951

The following list consists of those programs which are no longer on the air as of June 1951. Some of them were on TV at the time of our June 1950 program analysis issue but have since departed. Others came and went since that issue of a year ago. In as many cases as possible their debut and departure dates are cited. However, in a number of instances the exact time of movement was obscured by either faulty reporting at that time or by wholesale schedule changes at that time. This list is for the record....it completes the programming picture painted in Vol 3 No 4 for May.

<u>NAME OF SHOW</u>	<u>DEBUT</u>	<u>DEPART</u>
<u>ABC of Atomic Survival</u> : Public affairs w/Taylor Grant - ABC	Jan 51	Feb 51
<u>A Guest in Your Home</u> : Edgar Guest in a daytime show - NBC	Mar 51	Apr 51
<u>A Trip to the Zoo</u> : Remote from the Bronx Zoo - WNBT	Jun 50	Sep 50
<u>Al Siegal's Music Shop</u> : Musical variety show - WOR-TV	Oct 49	Jun 50
<u>Alan Dale</u> : Musical with oldie's emphasized - CBS	Jun 50	Jan 51
<u>All-American Game of the Week</u> : Pontiac-sponsored weekly film - ABC	Sep 50	Dec 50
<u>Animal Clinic</u> : Veterinarian pet show from WENR-TV to ABC	Aug 50	Sep 50
<u>Answer Yes or No</u> : Panel Quiz, Moss Hart, A. Francis & Q. Reynolds-NBC	Apr 50	Jun 50
<u>Armed Forces Hour</u> : Musical-variety from Baltimore - DuM	Feb 51	Apr 51
<u>Around the Circuit</u> : Sports new & interviews - CBS	May 50	Sep 50
<u>Art Ford</u> : News & stories of show business - ABC	Apr 50	Jun 50
<u>Arthur Godfrey</u> : Godfrey demonstrates on ukelele for Hi-V on CBS	Apr 50	Jun 50
<u>Arthur Murray</u> : dance instruction on WCBS-TV locally	Jul 50	Sep 50
<u>Auction-Aire</u> : Audience participation auction show for Libby - ABC	Sep 49	Jun 50
<u>Author Meets the Critics</u> : John K.M. McCaffery & panel - ABC	Jul 47	Jun 50
<u>Barbara Welles</u> : homemaking & daytime chatter show - WOR-TV	Oct 50	Apr 51
<u>Believe It or Not</u> : Dramatizations from Ripley files - NBC	Mar 49	Nov 50
<u>Belle Tierney Show</u> : chatter with Danton Walker on WABD only	Nov 50	Dec 50
<u>Ben Grauer</u> : Interviews with book-world personalities - WRBT	Jun 50	Sep 50
<u>Betty Brewster's Kitchen</u> : Cooking & household hints for brides - DuM	Mar 50	Jun 50
<u>Billy Boone & Cousin Kib</u> : summer repl with Kib Colby cartoons - CBS	Jul 50	Sep 50
<u>Billy Rose</u> : top half-hour dramas for Hudson Autos - ABC	Oct 50	May 51
<u>Bill Stern</u> : Sports interview - NBC	Aug 50	Sep 50
<u>Blues by Bargy</u> : Songs & piano with Jeanne Bargy - WCBS-TV only	Jan 49	Jun 50
<u>Bobby Benson Rides</u> : Dramatized western adventures - WOR-TV	Apr 50	Jul 50
<u>Bowery Music Hall</u> : Variety with Gay 90's format - WOR-TV	Jun 50	50
<u>Bowling Highlights</u> : Bowling demonstrations - ABC (DuM earlier)	Mar 50	Jun 50
<u>Buck Rogers</u> : Adventure series - ABC	Apr 50	Apr 51
<u>Buddy Rogers</u> : Daytime women's variety show, aud partic - WOR-TV	Nov 50	Apr 51
<u>Buffalo Billy</u> : children's adventure show - CBS	Oct 50	Nov 50
<u>By Popular Demand</u> : Summer replacement talent show - CBS	Jul 50	Oct 50
<u>Cafe Continental</u> : British variety show on film - NBC	Apr 50	Jun 50
<u>Calling All Acts</u> : High school & college talent - DuM	Jun 51	Sep 50
<u>Cameo Theater</u> : Dramatic series - NBC (returned June '51)	Jun 50	Sep 50
<u>Camera On Korea</u> : News films of battle action - WOR-TV	Aug 50	
<u>Can You Top This</u> : Joke telling contest - ABC	Oct 50	Sep 51
<u>Candid Camera</u> : Candid film sequences by Allen Funt - CBS	May 49	Jul 50
<u>Carolyn Gilbert</u> : Songs & comedy - ABC		
<u>Cartoon Tele-Tales</u> : Children's stories with cartoons - WPIX	May 49	Jun 50
<u>Chevrolet Tele-Theater</u> : Dramatic series - NBC	Sep 48	Jun 50
<u>Chicagoland Players</u> : Dramatized mysteries - DuM	Sep 49	Jun 50
<u>Cincinnati at Sunset</u> : Two-shot musical variety from WLW - NBC	Aug 50	Sep 50
<u>City Hall</u> : Interviews & comments - WPIX	Mar 49	Sep 50
<u>Clubhouse Quiz</u> : Baseball quiz via phone - WOR-TV	Apr 50	Sep 50
<u>College Bowl</u> : Chico Marx in collegiate variety - ABC	Oct 50	Mar 51

STATION SCHEDULE - July 1951 to June 1952

The following list contains all listed programs which are no longer on the air. Some of these were on TV at the time of our first program. The dates listed are the dates when the program was last seen on the air. The dates listed are the dates when the program was last seen on the air. The dates listed are the dates when the program was last seen on the air.

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<u>Comedy Theater</u> : Classic comedy dramas - CBS	Jul 50	Aug 50
<u>Concert Debut</u> : Talent search w/Hal Tunis - WPIX	Jan 51	Apr 51
<u>Crash Corrigan's Ranch</u> : kine from KECA-TV, cowboy advtre - ABC	Jul 50	Sep 50
<u>Crisis in Korea</u> : Documentary films by US Army & CBS	Mar 51	May 51
<u>Danton Walker</u> : News items & interviews - WPIX		
<u>Del Casino</u> : Musical - CBS	Jan 51	Mar 51
<u>Detective's Wife</u> : Summer repl with Lynn Bari & Don Curtis - CBS	Jul 50	Sep 50
<u>Dinner Date</u> : Vincent Lopez Orch & guests - DuM	Jan 50	Jun 50
<u>Dr. Fix-um</u> : Household hints - ABC	Nov 49	Jun 50
<u>East Side, West Side</u> : Italian music variety show - WPIX	Apr 51	May 51
<u>Easy Aces</u> : Situation comedy series on film - DuM	Dec 49	Jun 50
<u>Ed Wynn</u> : Variety - CBS (original kine show, 1/2 hr from Hwood)	Oct 49	Jun 50
<u>Eric Sevareid & News</u> : Weekly news reviews - CBS	Jan 51	Mar 51
<u>Face the Future</u> : Panel judges teen-talent - WPIX	Apr 50	Jun 50
<u>Fifteen with Faye</u> : for Snowcrop, interviews - NBC	Jun 50	Sep 50
<u>First Nighter</u> : Film features - NBC	Oct 50	Jan 51
<u>Floor Show</u> : Weekly jazz musical - CBS	May 50	Jun 50
<u>Ford Star Revue</u> : Jack Haley - NBC	Jan 51	Apr 51
<u>Friendship Ranch</u> : Children's variety show - NBC	Mar 50	Jun 50
<u>Fun with Food</u> : Karen Cooke in kitchen demonstrations - ABC	Jan 51	Mar 51
<u>Gail and Bill</u> : Popular songs - WPIX	Jan 50	Jun 50
<u>Glamour-Go-Round</u> : Ilka Chase interviewed celebrities - CBS	Feb 50	Jun 50
<u>Going Places with Dick Joseph</u> : Travel show, films & guests - DuM	Apr 51	May 51
<u>Golden Gloves</u> : Amateur boxing bouts - WPIX	Jan 51	Mar 51
<u>Half-Pint Party</u> : Juvenile panel variety w/Al Gannaway - ABC	Feb 51	May 51
<u>Hank McCune</u> : Situation comedy on film - NBC	Sep 50	Jan 51
<u>Hanson Baldwin's Weekly War Room</u> : news summation - NBC	Aug 50	Sep 50
<u>Hazel Scott</u> : Songs & piano - DuM	Feb 50	Oct 50
<u>Henry Morgan's Great Talent Hunt</u> : Amateur talent show - NBC	Jan 51	Apr 51
<u>Hold 'Er Newt</u> : puppet show from WENR-TV with Don Tennant - ABC	Sep 50	
<u>Hold that Camera</u> : Quiz w/Jimmy Blaine later Kyle MacDonnell vty - DuM	Aug 50	Oct 50
<u>Hollywood Premiere Theater</u> : Film features - ABC	Oct 50	
<u>In the First Person</u> : Quincy Howe interviews authors - CBS	Mar 49	
<u>In the Morgan Manor</u> : Musical variety on film - ABC	Mar 50	Sep 50
<u>International Chef</u> : with George Haig, WOR-TV	Oct 50	
<u>Italian Miniatures</u> : short human interest film subjects - WOR-TV	Nov 50	
<u>Ivy League Football</u> : description of the games - NBC	Sep 50	Nov 50
<u>It's Fun to Know</u> : Educational show w/ panel of schoolchildren - CBS	Apr 51	Jun 51
<u>Jack Haley</u> : Comedy-variety show - NBC	Jul 50	Apr 51
<u>Jack Lescoulie</u> : late evening chatter, films, guests - WCBS-TV only	Jul 50	
<u>Joe DiMaggio</u> : sports interviews for kids for Lionel Trains - NBC	Sep 50	Dec 51
<u>John Daly & the News</u> : News show - CBS	Aug 50	Sep 50
<u>John Wingate & the News</u> : News show - WOR	Feb 51	May 51
<u>Johnny Johnston</u> : Musical variety - CBS	Jan 51	Mar 51
<u>Judy Splinters</u> : Ventriloquist, Shirley Dinsdale - NBC	Oct 49	
<u>Junior Talent Time</u> : Junior talent show - WPIX	May 50	
<u>Just for You</u> : Female audience participation show - NBC	May 50	
<u>Kay Kyser</u> : Music, comedy, audience participation quiz - NBC	Dec 49	Jan 51
<u>Kieran's Kaleidoscope</u> : Nature series on film - ABC	Mar 49	
<u>Kirby Stone Quintet</u> : Informal musical show - CBS	Nov 49	Jun 51
<u>Kitchen Kapers</u> : Viewer participation & recipe contest - ABC	Sep 50	
<u>Kuda Box</u> : Hindu illusions demonstration - CBS	Mar 50	Jul 50

<u>Ladies Before Gentlemen</u> : Panel quiz show - DuM	Feb 51	Apr 51
<u>Ladies in Politics</u> : Prominent women in politics interviewed - WPIX	Mar 50	
<u>Let's Live</u> : Chatter & interviews - CBS	Dec 50	Apr 51
<u>Lewisohn Stadium Concerts</u> : Symphonic concerts - WNBT	Jun 50	Sep 50
<u>Library of Musical Film</u> : Musical films		Jan 51
<u>Life at Notre Dame</u> : TV films preceding football - DuM	Sep 50	Nov 50
<u>Lights, Camera, Action</u> : Talent show, Walter Woolfe King-KNBH to NBC	Jul 50	Sep 50
<u>Little Old New York</u> : Ed Sullivan interviews personality - WPIX	Jun 49	
<u>Look to the East</u> : Three special programs on Korean War - CBS	Jul 50	Jul 50
<u>Look Your Best</u> : Daytime beauty show w/Dick Willis & A.Lind-WCBS-TV	Sep 50	
<u>Madison Sq. Garden Events</u> : Sports events - WPIX	Oct 50	Jan 51
<u>Magnavox Theater</u> : Dramatic series - CBS	Sep 50	Nov 50
<u>Maggi's Private Wire</u> : Maggi McNellis interviews personalities - CBS	May 50	
<u>Majority Rules</u> : Panel quiz with guest celebrities - ABC	Sep 49	
<u>Mama Rosa</u> : Situation comedy series - ABC	May 50	
<u>Masterpiece Playhouse</u> :	Jul 50	Sep 50
<u>Meet Your Doctor</u> : Panel discussion of medical topics - WCBS-TV	Oct 50	
<u>Miss Rheingold Elections</u> : Jinx Falkenburg, MC - NBC	Aug 50	Sep 50
<u>Morey Amsterdam</u> : Variety show set in night club - DuM	Apr 49	Sep 50
<u>Mr. Magic</u> : Norman Jensen & his puppet rabbit - ABC	Apr 50	
<u>Mr. & Mrs. Jimmy Carroll</u> : Popular songs - DuM	Sep 50	Apr 51
<u>Mr. & Mrs. Shopping</u> : Shopping show - WOR-TV	Oct 50	
<u>Musical Comedy Time</u> : Famous musicals revived with star - NBC	Oct 50	Mar 51
<u>Mystery Chef</u> : Cooking lessons & hints - NBC	Apr 49	
<u>Mysteries of Chinatown</u> : Mystery series on film - ABC	Dec 49	
<u>Mystery Rider</u> : Western adventure series - WOR	Jan 50	
<u>My True Story</u> : Dramatic fiction series - ABC	May 50	
<u>Nash Airflyte Theater</u> : Dramatic series - CBS	Sep 50	Mar 51
<u>NBC Presents Films</u> : space filler - WNBT	Nov 50	
<u>NBC Television Opera Theater</u> : One hour versions of famous operas	Dec 50	Spots
<u>New Film Series</u> : (The Late Show) Eagle-Lion feature films - WCBS-TV	Feb 51	NOW ON
<u>News</u> : John Wingate reports the news - WOR-TV	Oct 50	
<u>NY Football Giants Huddle</u> : Interviews by Joe Hasel for Sun Oil - ABC	Sep 50	Nov 50
<u>Nick Paone Show</u> : Musical variety show - WPIX	Jan 51	Apr 51
<u>Opera Concert</u> : Operatic selections with guest soloists - WOR		
<u>Overseas Press Club</u> - Discussion of current events - WOR	Oct 49	Jun 50
<u>Ozmoe</u> : Latex rubber puppets worked by remote control - from WENR-TV (NBC)	Mar 51	Apr 51
<u>Paddy Pelican</u> : Puppet show from WENR-TV to ABC w/Helen York	Sep 50	
<u>Paul Arnold</u> : Rural songs & stories - CBS	Oct 49	Jun 50
<u>Pantomime Quiz</u> : Charades w/Vincent Price, Adele Jergens - CBS	Jul 50	Sep 50
<u>Photo-Test</u> : Dan McCullough & Bruce Elliot & home aud quiz - WOR-TV	Oct 50	
<u>Pinky Lee</u> : Comedy variety with book (on film) - NBC	Apr 50	
<u>Play's the Thing</u> : Dramatic series - CBS (formerly Actors Studio)	Sep 48	Jun 50
<u>Popsicle Parade</u> : Variety series with guest stars - CBS	May 50	Jun 50
<u>Poppy Cannon Show</u> : Homemaking show w/guests - WJZ-TV	Nov 50	
<u>Prize Performance</u> : Cedric Adams MC w/kid talent - CBS summer repl.	Jul 50	Sep 50
<u>Prudential Family Playhouse</u> : Dramatic series - CBS	Oct 50	Mar 51
<u>Q-Ball Championships</u> : Demonstrations of Q-Ball game - ABC	Feb 50	
<u>Quality Hall</u> : Interior decoration hints - WNBT	May 50	
<u>Quick on the Draw</u> : Cartoon charade quiz - WNBT	May 50	NOW ON
<u>Ransom Sherman</u> : Daytime variety w/R.Sherman & others - NBC	Jul 50	
<u>Red Barry</u> : Western adventure series on film - NBC	Nov 50	
<u>Red Grange Predicts</u> : Sports forecasts - ABC	Sep 50	

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<u>Richard Hayes: Popular songs - DuM</u>	Dec 50	May 51
<u>Robert Q's Matinee: comedy, music w/Rosemary Clooney - CBS</u>	Oct 50	Feb 51
<u>Robert Q. Lewis: Robert Q. w/Sunday eve interviews (Arnold Brd)-CBS</u>	Jul 50	Jan 51
<u>Roy K. Marshall: Science discussion program - NBC</u>	Nov 50	
<u>Ruth Rowe's Modern Home Kitchen: Cooking program - WOR-TV</u>	Oct 50	
<u>Saturday Night at the Garden: Sports from Mad Sq Garden - DuM</u>	Oct 50	Mar 51
<u>Saturday Night News: Ben Grauer, replaced in Oct by Bob Wilson-NBC</u>	Sep 50	NOW ON
<u>Serial Theater: Adventure serial series - DuM</u>	Sep 50	
<u>Sewing is Fun: Styles & fashions in sewing demonstrations - CBS</u>	May 50	
<u>Showtime USA: ANTA Variety show - ABC</u>	Oct 50	Jun 51
<u>Silver Screen Playhouse: Amer films of past 20 years - WOR-TV</u>	Jun 50	
<u>Silver Theater: Dramatic series with stars - CBS</u>	Oct 49	Jun 50
<u>Singing Lady: Kid stories dramatized by Irene Wicker - ABC</u>	Jul 48	Sep 50
<u>Snarky Parker: Kids puppet program - CBS</u>	Jan 50	
<u>Soap Box Theater: films by Video Recording on WJZ-TV</u>	Sep 50	
<u>So You Want to Lead a Band: Music audience participation - NBC</u>	Jun 50	Sep 50
<u>Sports Camera: Series of sports films WJZ-TV</u>	Sep 50	
<u>S.S. Holiday: Musical variety - DuM</u>	Aug 50	
<u>Stage 13: Drama -mystery series - CBS</u>	Apr 50	
<u>Starlit Time: informal variety revue - DuM</u>	Apr 50	
<u>Star Time: Musical revue - DuM, w/Frances Langford & var guests</u>	Sep 50	Feb 51
<u>Stars are Born: Dance school pupils perform - DuM</u>	Feb 51	
<u>Sunday Film Matinee: Westerns, serials & feature - DuM</u>	Sep 50	
<u>Sunday News Special: Don Hollenbeck, commentator - CBS</u>	Jan 51	
<u>Supper Club: Perry Como sings & celebrity guests - NBC</u>	Dec 48	
<u>Sure as Fate: Mystery series - CBS</u>	Sep 50	Apr 51
<u>Susan Adams Kitchen: Service format - DuM</u>	Jan 51	
<u>Susan Raye Songs: Songs, piano, occasional guests - DuM</u>	May 50	
<u>Take a Chance: Don Ameche MC w/audience participation - NBC</u>	Oct 50	Jan 51
<u>Talent Parade: Talent winners compete - WOR</u>	Feb 50	Mar 51
<u>The Better Half: Husband & wives compete - WOR</u>	Jan 51	
<u>The College Bowl: Chico Marx MCs collegiate variety show - ABC</u>	Oct 50	Mar 51
<u>The Magnificent Menasha: Menasha Skulnik, situation comedy - NBC</u>	Jul 50	Aug 51
<u>The McCanns: Guests & chatter - WOR</u>	Oct 50	
<u>The Merry Mailman: Ray Heatherton w/films for children - WOR</u>	Oct 50	
<u>The Peter & Mary Show: Peter Lind Hayes & Mary Healty - NBC</u>	Nov 50	Mar 51
<u>The Trap: Dramatic series - CBS</u>	Apr 50	Sep 50
<u>The Village Barn: Jack McCarthy MCs show from nite club - WPIX</u>	Dec 50	
<u>They Live in Brooklyn: Situation comedy - WPIX</u>	Jun 50	
<u>Through Wendy's Window: Interviews celebs, chats about fashion- 3C</u>	Aug 50	
<u>Three Against One: Panel Quiz show - ABC</u>	Jan 51	
<u>Three's Company: Musical w/Martha Wright, Stan Freeman, Cy Walter-CBS</u>	May 50	
<u>Think Fast: Panel quiz show - ABC</u>	Mar 49	
<u>Time for Reflections: Poems & anecdotes - DuM</u>	Nov 49	
<u>Tin Pan Alley: Musical show honors top songwriters - ABC</u>	Apr 50	
<u>Toni Twin Time: Variety show with young talent - CBS</u>	Apr 50	Oct 50
<u>Top Views in Sports: Film series on weeks leading sports events-WOR</u>	Dec 49	
<u>Touchdown: Hal Tunis, MC w/guest expert & aud partic in quiz - NBC</u>	Sep 50	
<u>Treasure Hunt with Capt. Boots & Gus: Kid giveaway show - WPIX</u>	Feb 51	
<u>TV Telephone Game: Telephone quiz with viewers - ABC</u>	May 49	Feb 51
<u>Universal Homemaking: Susan Adams talks on homemaking - DuM</u>	Feb 51	Apr 51
<u>Untitled Musical Show: Andy & Della Russell (Cook's Champagne)-ABC</u>	Dec 50	

<u>Van & the Genie</u> : Rosamund Vance & Lorenzo Fuller, fantasy - WPIX	Oct 50	
<u>Vincent Lopez</u> : Songs with Lopez & guests - DuM	Nov 48	
<u>Versatile Varieties</u> : Musical variety - NBC	Aug 49	Jan 51
<u>We Take Your Word</u> : Etymology quiz with panel - CBS	Apr 50	
<u>We the Pets</u> : Interviews with people who own unusual pets - WPIX	Apr 50	
<u>Western Film Series</u> :	Dec 50	
<u>Western Playhouse</u> : Adventure films - WOR-TV	Jun 50	
<u>What Am I Bid</u> : Viewers & studio audience bid for merchandise - WOR	Jun 50	
<u>What's Ahead</u> : Guest expert answers phone queries - WPIX	Feb 51	
<u>What Is It</u> : Sports quiz with drawings - WOR	Jun 50	
<u>Windy City Jamhouse</u> : Musical variety with western format - DuM	Mar 50	
<u>Winner Take All</u> : Audience participation quiz - CBS	Jun 48	Apr 51
<u>Wishbone Party</u> : Hy Gardner MC, grants contestants' wishes - WPIX	Dec 50	
<u>With This Ring</u> : Audience participation show - DuM	Feb 51	
<u>Women Talk It Over</u> : Women's forum - WOR	Jan 51	Apr 51
<u>Wrestling from Bayonne</u> : Dick Nesbitt, sportscaster - WOR-TV	Jul 50	
<u>Your Dog & Pet Show</u> : Frances Hartsock & guest trainers - WJZ-TV	May 50	Jul 50
<u>Zeke Manners</u> : Musical show & informal chatter - ABC	Apr 50	May 51
ADD: <u>Our Secret Weapon</u> : Freedom House panel show - DuM	Oct 50	Jan 51

ADD TO LIST OF STORY PROPERTIES USED ON TV DRAMAS - VOL. 3 NO. 5 JUNE 10-18, 1951

PULITZER PRIZE PLAYHOUSE

Script Editor - was Margaret Wilder at Young & Rubicam, and script prices varied with the properties, which were all adaptations of originals by Pulitzer winners. The program departs after June 29, to be replaced on CBS-TV next Fall with a one-hour straight dramatic series.

Bethel Merriday - O: Sinclair Lewis; A: Edward Eliscu	The Just & the Unjust - O: Jas.G.Cozzens A: Don Ettlenger
The Pharmacist's Mate - O: Budd Shulberg;	Night Over Taos - O: Maxwell Anderson;
Mrs. January & Mr. X - O: Zoe Akins; A: David Swift	A: Alan Anderson & M.Maynard
Portrait of a President - O: Marquis James; A: Don Ettlenger & R. N. Brand	Icebound - O: Owen Davis; A: Wm.Kozlenko
Ned McCobb's Daughter - O: Sidney Howard; A: Don Ettlenger	Rebellion in Jackson County - L.Hazard
Light Up the Sky - O: Moss Hart; A: Felix Jackson	Second Threshold - O: Philip Barry & Robt. Sherwood; A: P.Barry, Jr. & Alfred de Liagre, Jr.
Alison's House - O: Susan Glaspell; A: Joseph Schrank	The Happy Journey - O: Thornton Wilder; A: N.Lessing & D.Ettlenger
Broken Dishes - O: Martin Flavin; A: Ed- ward Eliscu	Korea - The Thousand Yard Look - A: N. Lessing & Don Ettlenger
Mary of Scotland - O: Maxwell Anderson; A: Lawrence Hazard	The Queen's Husband - O: Robert Sherwood; A: Felix Jackson
Valley Forge - O: Maxwell Anderson; A: Irving Elman	The Stolen City - O: David Davidson
The Wisdom Tooth - O: Marc Connelly; A: Joseph Schrank	Detour - O: Owen Davis; A: Don Ettlenger
<u>Haunted House</u> - O: Owen Davis; A: Eliscu	Hostage - O: Norman Lessing
	The Buccaneer - O: Maxwell Anderson & Laurence Stallings; A: Mab Maynard
	Blockade - O: John P. Marquand; A: Law- rence Hazard

Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross

VOL 3 NO. 6

JULY, 1951

TV MARKET DATA COMPILED IN CONVENIENT TABLE FORM

ORIGINAL RESEARCH BY ROSS REPORTS, PLUS NBC & SALES MGT FIGURES,
PROVIDES QUICK STUDY OF TV RANK, RECEIVER DISTRIBUTION, % OF US TOTAL...
ALSO POPULATION, FAMILIES, RETAIL SALES, SALES RANK & TIME CHARGES

Line-by-line TV market analysis -- that's what this Ross Report has tried to provide in the accompanying printed tables...partly illustrated by a unique TV distribution map.

For the first time, just about every piece of information relevant to the 63 television areas has been brought together in one place...and that which is not included in the printed tables can be found in the individual station-by-station analysis starting on Page 6 (personnel, rates, facilities, affiliations, etc.).

Although the concept of such a table is a Ross Reports original, the basic cooperation of NBC's Sales Planning & Research Department made achievement of the table possible. NBC, with the permission of Sales Management Inc., whose figures are used in the population, families and retail sales columns, (based on 1951 Survey of Buying Power), has allowed Ross Reports the first use of its revised compilations.

Thus the columns pertaining to population, families, and retail sales on the accompanying table are the most accurate currently available, since they represent county-by-county totals in TV coverage area (in preference to merely metropolitan area figures which often are mis-cited).

Other innovations -- this is probably the only printed listing of TV market areas which doesn't start off with Albuquerque or Ames, Iowa. Rather, it lists the markets by their rank as to receiver circulation. And as a further service, in columns 3 and 4, the percentage of total US receivers & cumulative percentages are carried - thereby allowing a quick reference to the percentage of total US receivers acquired when a specific number of markets are bought. Markets also are divided into groups of ten for reasons of convenience.

The last four columns, dealing with time charges, provide the range for Class A time within the market. These rates, which are those asked by the stations rather than the networks, are further broken down in the pages devoted to station details (pgs 6-15). B & C time charges & other lengths can be estimated by using the formula presented on page 15.

- more -

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75% OF TV RECEIVERS ARE IN 19 TOP MARKETS - 81% IN TOP 25 MARKETS

METHOD OF APPORTIONING IS A RESEARCH PROBLEM

With 13,096,000 TV receivers in circulation (NBC July 1), there are still only 63 TV market areas (and Dallas & Fort Worth are usually combined because of their overlapping coverage). A check of our Distortion-Distribution Map and of the table columns devoted to percentages of US total distribution, shows that 50 of the markets are over the 50,000 mark, 29 are over the 100,000 mark, 13 are over the 250,000 mark, 6 have passed the 500,000 mark, and 2 markets have surpassed 1,000,000 total of receivers.

As yet, television appears to be an urban medium - where 75% of the total receivers are distributed among the nation's top 19 TV markets, with the total for the top 25 markets reaching 81%...tending to indicate that TV decreases as an advertising buy as one leaves the bigger cities.

However, individual station success stories tend to counteract the above impression, especially when bought on a Spot basis. Several of these success stories are cited later in the report.

One basic problem in estimating receiver circulation figures has been the correct apportionment among the various markets, especially when stations tend to overlap in their coverage areas. Particular instances occur in the Philadelphia-Lancaster area, the Philadelphia-Wilmington area, Boston-Providence, Fort Worth-Dallas, Kalamazoo-Grand Rapids, Kalamazoo-Battle Creek, as well as a number of other overlapping markets

Within the individual market areas, various methods are used to compute receiver distribution totals. Some employ the services of a central committee sponsored by all stations in the area. Others rely on the figures supplied by the local Gas & Electric company or the research department of a local university - i.e. Western Reserve U. in the Cleveland area. Less accurate methods depend upon factors such as the receipt of postcards from remote fringe coverage sections.

Most authoritative estimates are generally conceded to be those of the NBC Research Department, which provides the stations with standards to be used in estimating coverage -- 0.1 mv/m (one-tenth millivolt) or better -- then, in cases of overlap, apportions receivers according to the strongest signal reaching each area. In order to do justice to the individual station, the monthly NBC TV Data Chart now advises that the stations be contacted directly in cases of Spot TV time buys.

Incidentally, Ross Reports questioned individual stations with regard to possible differences in their own and NBC estimates...found them substantially the same, and thereby accepts the NBC figures, which are carefully apportioned according to a fixed set of standards - as opposed to varying methods used by individual stations & certain trade magazines, which are not able to maintain either constant or current estimates.

** NOTE - Extra copies of the accompanying MARKET DATA TABLE & DISTRIBUTION MAP are available to subscribers. A small fee will be charged for quantities, however.

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THE UNIVERSITY OF MICHIGAN LIBRARY
has received from the University of Michigan
Library the following books for its collection
of books on the history of the State of Michigan
and the history of the University of Michigan
Library. The books are as follows:

1. The History of the State of Michigan
by John R. Brinkley, 1907, 2 vols.
2. The History of the University of Michigan
Library by John R. Brinkley, 1907, 1 vol.

3. The History of the State of Michigan
by John R. Brinkley, 1907, 2 vols.
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It now appears that new stations will not appear until well into 1952 and possibly not until 1953. Having dispensed with oral comments on its proposed allocation plan, the FCC has set August 27 as its deadline for accepting written comments on the method to be used in apportioning the TV spectrum. It is expected that several months will then pass before the FCC announces the plan it will use and opens its files to new applications. Then several more months will probably pass before the application files are closed and the FCC can begin its city-by-city hearings....which in turn are expected to last from 2 to 9 months.

With the list of applications expected to swell from the frozen 400 to a total number of a couple of thousand, sharp battles for channels will tend to prolong the city-by-city hearings.

Actually, there is definite disagreement already on the general allocations plan proposed by the FCC. For one thing, the FCC Bar Association resents the thesis of a formal allocations procedure, and questions the right of the FCC to create anything more than a guide to be used in awarding licenses. For another, the DuMont network, fearful that the FCC plan will result in monopolies by other networks, has filed major opposition comments to the effect that the spectrum space available could be used more effectively than that proposed by the FCC.

In announcing its criticism, DuMont spokesmen drew these comparisons:

1. It wants more TV stations in more communities than does the FCC.
2. DuMont calls for 655 VHF assignments in 375 communities (FCC calls for 557 in 342 communities).
3. DuMont calls for 4 or more channels in 47 of the top 100 population centers (FCC provides for 4 or more channels in 18 of the top 100)
4. DuMont calls for 4 or more channels in 31 of the top 50 centers (FCC provides for 15)
5. DuMont calls for 4 or more channels in 21 of the top 25 centers (FCC provides for 11)
6. DuMont calls for 3 or more channels in 54 of the top 100 centers (FCC provides for 32)
7. DuMont calls for 3 or more channels in 37 of the top 50 centers (FCC provides for 32)
8. DuMont calls for 3 or more channels in 23 of the top 25 centers (FCC provides for 22)

In addition, DuMont calls for 598 UHF channels as opposed to 537 provided for by the FCC, and DuMont requests that there be less intermixing of UHF & VHF channels in any one market. In an effort to protect pioneer investments in TV stations, DuMont calls for the number of changes necessary in existing assignments to be held down to 19, as opposed to the 31 required by the FCC plan. Lest this presentation appear one-sided, subscribers are reminded that opponents to the DuMont plan can be found among station owners or prospective station owners who feel that perhaps the DuMont plan provides for more stations than individual markets can support. Essentially, DuMont is at the same time seeking a chance to get into as many markets as possible when it requests more stations.

And yet the shortage in outlets is highlighted by the current status which finds 2 markets with 7 stations; 3 with 4 stations; 7 with 3 stations; 11 with 2 stations; 40 with 1 station.

Also, among the important markets with regard to retail sales such names as Portland, Ore, Scranton, Hartford, Worcester, Youngstown, Akron, Denver, Easton, Allentown, Bethlehem, Springfield, Mass, Tampa and others today have no TV coverage.

Actually, only about a dozen of the top 50 sales markets are without TV, but it is in geographical areas that coverage is more impressively slight.

In selling the coverage and sales potential of television today, researchers and promotion people continue to push the theory that penetration figures are not important to their story. The real value of the medium can be measured in the number of receivers in circulation and the number of people reached...that number as of July 1, according to NBC, was well over 13 million receivers, and almost 93,000,000 population within reach of television.

OUR MARKET DATA TABLE SHOWS THE CURRENT STATUS

INTERCONNECTION - In the accompanying printed table, non-interconnected markets are preceded by an asterisk. At present, some 14 of the total TV markets are not on the cable. With microwave relay expected to bring the two coasts together in the Fall, this number will be somewhat reduced. But the present situation finds Los Angeles(2nd ranking TV market); San Francisco(16th); Dallas-Ft.Worth (24th); San Diego(28th); Oklahoma City(32nd); Seattle(34th); Houston(38th); Tulsa (41st); Miami(42nd); New Orleans(47th); Salt Lake City(52nd); San Antonio(53rd); Phoenix(58th) and Albuquerque(62nd) still non-interconnected.

Some probable interconnection dates supplied by AT&T show Miami scheduled for the cable in July '52 (alternative is a Jacksonville-Miami microwave relay); New Orleans in October '52; and December '52 for the Southwest areas - San Antonio, Houston, Dallas-Fort Worth, Tulsa and Oklahoma City.

RECEIVER DISTRIBUTION & RANK - Already discussed is the method of computing receiver distribution. Our ranking by the set circulation size should prove useful.

PERCENTAGE OF U.S. & CUMULATIVE % - By grouping markets according to rank in sections of 10, it is not only possible to determine the proportions of any one market but also the cumulative offering of varying groups of markets.

POPULATION & FAMILIES - Although accurate depth of penetration figures are elusive, some general measure of penetration can be determined by weighing receiver distribution against figures in these two columns. Cooperating researchers have asked us not to further any misunderstanding by printing penetration figures, however.

SET RANK VS. SALES RANK - New York, first in set circulation, takes top position in terms of retail sales. Chicago, ranking third in set figures, beats out Los Angeles for second place through purchasing over one billion dollars more than Los Angeles in retail items. Cities lagging in sets compared to retail sales, include: San Francisco, 16th in sets, 7th in sales; Kansas City, 23rd to 14th; Dallas-Fort Worth, 25th to 15th; Seattle, 34th to 20th. Lack of live network programming and the small number of stations in such markets are reasons for the lag in purchase of sets.

Cities with higher set rank compared to retail sales positions, include: Cincinnati, slotted in 13th place in set circulation, ranks 21st in retail sales; Baltimore 9th in sets, 13th in sales; Columbus, 20th in sets, 26th in sales. Strong programming and effective local promotion, plus the fact that each city boasts three stations, helps account for the favorable set figures. Philadelphia, Boston, Detroit and Washington take the same position in both set and sales rank, which indicates a healthy balance between the two categories.

TIME CHARGES - Latest rate changes - both network and local - during July & August have, of course, raised time charges to a new high. Our printed table records the range of rates among the various stations in each market, and the station-by-station listings starting on Page 6 detail the rates currently in effect (we have picked up all changes announced as of July & August). Note - the NBC-TV network is now offered at \$45,425 for the Class A Hour (63 stations); \$27,255 the half-hour; \$18,170 the quarter-hour. WNBT asks \$3,750 per Class A local Hour & \$775 per Class minute announcement. Among the total group of stations some 14 charge up to \$300 for their Class A Hour; 37 ask between \$300 and \$500; 24 ask between \$500 and \$700; 13 ask between \$700 and \$1,000; and 19 ask over \$1,000 per Class A Hour. On Pages 6-15, these rates are further specified, and on Page 15, a formula for figuring rates in the B & C times and for other program lengths is provided. On many stations, the 1 minute announcement charge holds for shorter lengths as well, and in many stations the shortest length offered is 10 seconds as opposed to the increasingly prevalent 8"

LOCAL-RETAIL SPOT TV SPONSORSHIP GROWING STEADILY

N.C. Rorabaugh, who charts the national-regional and local-retail spot activities, points up the growth in local-retail advertising on the local level in his latest report. During the first week in May, some 5478 advertisers were using television, an increase of 43.8% over May 1950. Of this grand total, some 4227 were local-retail advertisers, a continually rising number. National-regional sponsors comprise 1093 of the total.

Food and chain stores are the most active advertisers, sponsoring some 343 spot TV schedules. Beer & wine advertisers and toilet article advertisers followed in importance. According to Rorabaugh, the top 15 markets showed these figures for the first week in May:

<u>Market</u>	<u>Nat'l-Reg'l</u>	<u>Loc-Retail</u>	<u>Market</u>	<u>Nat'l-Reg'l</u>	<u>Loc-Retail</u>
Los Angeles	236	189	Baltimore	148	116
New York	245	128	Cleveland	162	91
Chicago	223	98	Detroit	148	87
Miami	63	254	Seattle	97	107
Philadelphia	184	98	Washington	106	96
Erie	71	208	Minn-St. Paul	108	90
San Francisco	154	111	Pittsburgh	67	130
			Milwaukee	97	93

Success stories are innumerable. Sponsor Magazine devotes frequent space to such sales successes. By way of illustration, several are presented here:

KGO-TV San Francisco: a pitch for sewing machines resulted in 5 times the ordinary sales; including 16 in one day from a 50 mile radius.

WHIO-TV Dayton: product demonstration on the Garry Moore CBS-TV show increased local grocery sales on 23 items by 17 to 522% during a 13 week period.

WTMJ Milwaukee: a two month contest drew 42,424 envelopes (each averaging four entries) and a one week offer drew 1821 requests.

WHAS-TV Louisville: on a special offer for Royal Crown, the station sold the whole supply of 3,000 Beanie caps the first day, with the agency advising that it planned to expand its campaign "as soon as we recover from our original shock".

THE BOARD OF DIRECTORS OF THE COMPANY HAS APPROVED THE FOLLOWING RESOLUTIONS:

RESOLUTION NO. 1: That the Board of Directors hereby authorizes the President and the Vice President to execute and deliver such instruments as may be required to carry out the purposes of this resolution.

RESOLUTION NO. 2: That the Board of Directors hereby authorizes the President and the Vice President to execute and deliver such instruments as may be required to carry out the purposes of this resolution.

RESOLUTION NO. 3: That the Board of Directors hereby authorizes the President and the Vice President to execute and deliver such instruments as may be required to carry out the purposes of this resolution.

STATEMENT OF FINANCIAL POSITION

AS AT THE END OF THE YEAR 1954

ASSETS

Current Assets: \$100,000

Fixed Assets: \$200,000

LIABILITIES AND EQUITY

Current Liabilities: \$50,000

Long-Term Liabilities: \$150,000

Equity: \$250,000

Item	1954	1953	1952	1951	1950
Current Assets	100,000	120,000	110,000	130,000	140,000
Fixed Assets	200,000	180,000	170,000	160,000	150,000
Current Liabilities	50,000	60,000	55,000	65,000	70,000
Long-Term Liabilities	150,000	120,000	115,000	100,000	90,000
Equity	250,000	240,000	230,000	220,000	210,000

These figures are based on the audited financial statements of the Company for the year ended December 31, 1954. The figures are presented in U.S. dollars.

The Board of Directors has reviewed these figures and has found them to be correct and in accordance with the accounting records of the Company.

The figures are subject to audit by independent accountants.

107 STATIONS -- 63 MARKETS (47 INTERCONNECTED) AS OF JULY 1951

PERSONNEL & AFFILIATIONS

(All Rates listed are Class A - See End of List for Rate Formula)

KEY: A -- ABC N -- NBC (#) Denotes Channel
 C -- CBS P -- Paramount * Interconnected
 D -- DuMont (O) - Network Owned & Operated

(Write Stations c/o City; Street addresses unnecessary)

Figures (9,000) represent TV set circulation in each market.

ALBUQUERQUE, N.M. 9,000 (4) KOB-TV

Gen Mgr - T.M. Pepperday
 Sta Mgr - George Johnson
 Prog Dir - Dorothy Smith
 Film Mgr - George Johnson
 Sta Rep - Branham
 Network - A,C,D,N
 Facilities- 16mm; 2x2slides
 Rates - \$195hr;\$20min or less

AMES, IOWA 60,000 (4) WOI-TV*

Gen Mgr - Richard B. Hull
 Prog Mgr - W.D. Donaldson
 Sta Rep - Weed
 Network - A,C,D,N
 Facilities- 16mm; 3x4 Opaque & trans;
 2x2slide
 Rates - \$300hr;\$50min;\$25(10 sec)

ATLANTA, GA. 119,000 (5) WAGA-TV*

Gen Mgr - George B. Storer, Jr.
 Sales Mgr - John W. Collins
 Prog Mgr - William R. Terry
 Film Mgr - Ellen Evans
 Sta Rep - Katz
 Network - C,D
 Facilities- 16mm; 2x2slide; Balop 6x8
 Rates - \$500hr;\$80min;\$40(10 sec)

(8) WSB-TV*

Gen Mgr - John M. Outler, Jr.
 Comm Mgr - Frank Gaither
 Prog Mgr - Marcus Bartlett
 Film Mgr - Jean Hendrix
 Sta Rep - Edward Petry
 Network - A,N
 Facilities- 16mm; 2x2slide
 Rates - \$500hr;\$80min;\$40(10 sec)

BALTIMORE, MD 304,000 (13) WAAM*

Gen Mgr - Ken Carter
 Sales Mgr - Armand Grant
 Prog&Film - Herbert B. Cahan
 Sta Rep - Harrington, Righter&Parsons
 Network - A,D
 Facilities- 16mm; no space for call let-
 ters needed for ID's
 Rates - \$650hr;\$114min;\$57(8 sec)

ROSS REPORTS

BALTIMORE, MD. (11) WBAL-TV*

Gen Mgr - Harold C. Burke
 Comm Mgr - Leslie H. Peard, Jr.
 Prog Mgr - V.F. Campbell
 Film Mgr - Mel Quinn
 Sta Rep - Edward Petry
 Network - N
 Facilities- 16mm; 2x2slides; telop 4x5
 Rates - \$700hr;\$125min;\$63(8 sec)

(2) WMAR-TV*

Gen Mgr - E.K. Jett
 Comm Mgr - Ernest A. Lang
 Prog Mgr - Robert E. Cochrane
 Film Mgr - David V.R. Stickle
 Sta Rep - Katz
 Network - C
 Facilities- 16mm; automatic 2x2; manual
 2x2; balop; Projectall;
 animatic
 Rates - \$700hr;\$125min;\$50(8 sec)

BINGHAMTON, N.Y. 40,700 (12) WNBF-TV*

Gen Mgr - Cecil D. Mastin
 Sales Mgr - Stanley N. Heslap
 Prog Mgr - E.M. Scala
 Film Mgr - L.L. Rogers
 Sta Rep - Bolling
 Network - A,C,D,N
 Facilities- 16mm; 2x2slide
 Rates - \$325hr;\$49min;\$30(10 sec)

BIRMINGHAM, ALA 57,400 (13) WAFM-TV*

Gen Mgr - Thad Holt
 Sales Mgr - C.P. Persons, Jr.
 Prog Mgr - Lionel F. Baxter
 Film Mgr - Lionel F. Baxter
 Sta Rep - CBS Radio Sales
 Network - A,C
 Facilities- 16mm; 2x2slide; multiscope
 3 1/4 x 4
 Rates - \$300hr; \$50min. or less

Most set circulation figures
 submitted by stations; others
 are from NBC TV Network Data
 Chart, July 1, 1951.

TV STATIONS ON THE AIR (Continued)

BIRMINGHAM, ALA. 57,400 (4) WBRC-TV*
 Gen Mgr - G.P. Hamann
 Comm Mgr - Don D. Campbell
 Prog Mgr - M.D. Smith
 Film Mgr - G.P. Hamann
 Sta Rep - Blair TV
 Network - D,N
 Facilities- 16mm; 2x2slide; 3x5Projectall
 Rates - \$300hr; \$50min; \$25 (8 sec)

BLOOMINGTON, IND. 16,800 (10) WTTV*
 Gen Mgr - Glenn Van Horn
 Sales Mgr - Robert Lemon
 Prog Mgr - Robert Petranoff
 Film Mgr - Al Fiscus
 Sta Rep - Robert Meeker
 Network - A,C,D,N
 Facilities- 16mm; 2x2 & opaque 3x4
 Rates - \$20Chr; \$30min; \$15 (8 sec)

BOSTON, MASS. 748,000 (4) WBZ-TV*
 Gen Mgr - W.C. Swartley
 Sales Mgr - C.H. Masse
 Prog Mgr - W. Gordon Swan
 Film Mgr - Carl Lawton
 Sta Rep - NBC Spot Sales
 Network - N
 Facilities- 16mm; 35mm; 2x2slide; film
 strip
 Rates - \$1250hr; \$250 min; \$125(8sec)

(7) WNAC-TV*

Gen&SlsMgr- Linus Travers
 Prog Mgr - George Steffy
 Film Mgr - James Pike
 Sta Rep - Edward Petry
 Network - A,C,D
 Facilities- 16mm; 35mm; 2x2 & 3x4elides
 Rates - \$1000hr; \$200min or less

BUFFALO, N.Y. 207,000 (4) WBEN-TV*
 Gen Mgr - C. Robert Thompson
 Sales Mgr - Nicholas Malter
 Prog Dir - George R. Torge
 Film Mgr - Quintin P. Renner
 Sta Rep - Harrington, Righter & Parsons
 Network - A,C,D,N
 Facilities- 16mm; 2x2slide; balov
 Rates - \$550hr; \$110min; \$83. (8 sec)

CHARLOTTE, N.C. 82,600 (3) WBTB*
 Gen Mgr - Charles H. Crutchfield
 Sales Mgr - Keith Byerly
 Prog Mgr - Bill Quinn
 Film Mgr - (Miss) Jerry Patterson
 Sta Rep - CBS Radio Sales
 Network - A,C,D,N
 Facilities- 16mm; 2x2 slide
 Rates - \$400hr; \$65min; \$35(8 sec)

ROSS REPORTS

CHICAGO, ILL. 940,000 (4) WBKB*
 Gen Mgr - John H. Mitchell
 Prog Mgr - S.C. Quinlan
 Film Mgr - George Rice
 Sta Rep - Weed
 Network - C
 Facilities- 16mm; 35mm; multiscope 3x4
 Rates - \$1100hr; \$200min; \$125 (8 sec)

(7) WENR-TV*

Gen Mgr - James Stirton
 Comm Mgr - Roy McLaughlin
 Prog Mgr - Fred Killian
 Film Mgr - Polly Thompson
 Sta Rep - ABC Spot Sales
 Network - ABC (0)
 Facilities- 16mm; 35mm; 2x2slides
 Rates - \$1300hr; \$250min; \$125 (8 sec)

(9) WGN-TV*

Gen Mgr - Frank P. Schreiber
 Sales Mgr - George S. Harvey
 Prog Mgr - Jay E. Faraghan
 Film Mgr - Elizabeth Bain
 Sta Rep - WGN Sales
 Network - D
 Facilities- 16mm; 35mm; opaque & trans 3x4
 Rates - \$1000hr; \$200min or less

(5) WNBQ*

Gen Mgr - Perry C. Kopf
 Comm Mgr - John J. McPartlin
 Prog Mgr - Arthur Jacobson
 Film Mgr - Isabel Cooney
 Sta Rep - NBC Spot Sales
 Network - NBC (0)
 Facilities- 16mm; 35mm; 2x2slides
 Rates - \$1300hr; \$260min; \$130 (8 sec)

CINCINNATI, OHIO 261,000 (7) WCPO-TV*
 Gen Mgr - W.C. Watters
 Comm Mgr - J.P. Smith
 Prog Mgr - Ed Weston
 Film Mgr - Elizabeth Conaty
 Sta Rep - Branham
 Network - A,D
 Facilities- 16mm; 2x2 & 3 1/4 x 4 1/4 slides;
 film strip
 Rates - \$850hr; \$150min; \$25(10 sec)

(11) WKRC-TV*

Gen Mgr - Hulbert Taft
 Comm Mgr - U.A. Latham
 Prog Dir - Rod Mitchell
 Film Mgr - R. Ostrander
 Sta Rep - Katz
 Network - C
 Facilities- 16mm; 2x2 & 3 1/4 x 4; film strip
 Rates - \$700hr; \$130min; \$50 (8 sec)

TV STATIONS ON THE AIR (Continued)

CINCINNATI, OHIO 261,000 (4) WLW-TV*
 Gen Mgr - R.E. Dunville
 Comm Mgr - Wm. McCluskey
 Prog Mgr - Lin Mason
 Film Mgr - Russ Landers
 Sta Rep - WLW Sales
 Network - N
 Facilities- 16mm; 2x2 opaque; 7½x5¼
 Rates - \$850hr; \$125min; \$40 (10 sec)

CLEVELAND, OHIO 482,000 (5) WEWS*
 Gen&SlsMgr- J. Hanrahan
 Prog Mgr - J. Harrison Hartley
 Film Mgr - Gilbert S. Canfield
 Sta Rep - Branham
 Network - A,C
 Facilities- 16mm; 35mm; balop 2x2
 Rates - \$550hr; \$140min; \$45 (8 sec)

(4) WNBK*

Gen Mgr - J. McCormick
 Prog Mgr - Harold Gallagher
 Film Mgr - Al Odeal
 Sta Rep - NBC Spot Sales
 Network - NBC (0)
 Facilities- 16mm; 35mm; 2x2slide; film strip
 Rates - \$750hr; \$150min; \$75 (8 sec)

(9) WXEL*

Gen Mgr - F. Snyder
 Sales Mgr - R.C. Wright
 Prog Dir - Harry Balck
 Film Mgr - Helen Celke
 Sta Rep - Katz
 Network - A, C, D
 Facilities- 16mm; 2x2slide; 4x3½multi-
 scope; balop
 Rates - \$600hr; \$125min; \$45 (8 sec)

COLUMBUS, OHIO 150,000 (10) WBNS-TV*
 Gen Mgr - Richard Borel
 Comm Mgr - Robert Thomas
 Prog Mgr - Jerome R. Reeves
 Film Mgr - Edward H. Bronson
 Sta Rep - Blair TV
 Network - C
 Facilities- 16mm; 2x2slide; stlo 4x5
 Rates - \$450hr; \$100min; \$50 (10 sec)

(3) WLW-C*

Gen Mgr - James Leonard
 Sales Mgr - George Henderson
 Prog Dir - Thomas Gleba
 Film Mgr - R. Buchanan
 Sta Rep - WLW Sales
 Network = N
 Facilities- 16mm; 2x2slide; film strip
 Rates - \$625hr; \$100min; \$30 (10 sec)

COLUMBUS, OHIO 150,000 (6) WTVN*
 Gen Mgr - John Rossiter
 Comm Mgr - Roger J. LaReau
 Prog Mgr - Colin Male
 Film Mgr - Dean Nack
 Sta Rep - Headley-Reed
 Network - A, D
 Facilities- 16mm; 2x2slide; film strip;
 3¼x4¼balop
 Rates - \$675hr; \$110min; \$50 (8sec)

DALLAS, TEXAS 124,000 (8) WFAA-TV
 Gen Mgr - R. Nimmors
 Comm Mgr - Alexander Keese
 Prog Dir - Ashley Dawes
 Film Mgr - Howard Anderson
 Sta Rep - Edward Petry
 Network - D, P
 Facilities- 16mm; opaque 3½x4½slide
 Rates - \$400hr; \$60min or less

(4) KRLD

Gen Mgr - C.W. Rembert
 Comm Mgr - W.A. Roberts
 Prog Dir - Roy George
 Film Mgr - Nick Mueller
 Sta Rep - Branham
 Network - C
 Facilities- 16mm; 3½x4 slide
 Rates - \$400hr; \$60min or less

DAYTON, OHIO 131,000 (13) WHIO-TV*
 Gen Mgr - Robert Moody
 Comm Mgr - H. Young Jr.
 Prog&Film - Don Lyons
 Sta Rep - Hollingbery
 Network - A, C, D
 Facilities- 16mm; 2x2slide; opaque 4x5
 Rates - \$525hr; \$90min or less

(5) WLW-D*

Gen Mgr - H.P. Lasker
 Comm Mgr - Wm. J. Williamson
 Prog Mgr - A.D. Faust
 Film Mgr - Dick Cook
 Sta Rep - WLW Sales
 Network - N
 Facilities- 16mm; manual 2x2; automatic
 2x2; balop 6x8
 Rates - \$625hr; \$100min; \$30 (8 sec)

DAVENPORT, IOWA 58,600 (5) WOC-TV*
 Gen Mgr - Ernie Sanders
 Comm Mgr - Mark Woodlinger
 Prog Dir - Charles Freburg
 Film Mgr - Ken Wagner
 Sta Rep - Free & Peters
 Network - N
 Facilities- 16mm; 2x2slide; multiscope
 Rates - \$250hr; \$50min; \$30 (10 sec)

TV STATIONS ON THE AIR (Continued)

DETROIT, MICH 501,000 (2) WJBK-TV*
 Gen&Comm - R.E. Jones
 Prog Dir - Lanny Pike
 Film Mgr - Bob Striker
 Sta Rep - Katz
 Network - C,D
 Facilities - 16mm; 2x2; film strip; balop
 Rates - \$1100hr; \$200min; \$75(10 sec)

(4) WWJ-TV*
 Gen Mgr - William Walbridge
 Sales Mgr - Norman Hawkins
 Prog Mgr - N.C. Weissman
 Film Mgr - Douglas Wright
 Sta Rep - G. P. Hollingbery
 Network - N
 Facilities - 16mm; 2x2; multiscope; 14x17
 opaque
 Rates - \$1100hr; \$200min or less

(7) WXYZ-TV*
 Gen Mgr - James Riddell
 Comm Mgr - Len Kamins
 Prog Dir - John Pival
 Film Mgr - Ken Sims
 Sta Rep - ABC Spot Sales
 Network - ABC (O)
 Facilities - 16mm; 35mm; 2x2 slide
 Rates - \$1100 hr; \$200min; \$100(8sec)

ERIE, PA. 49,200 (12) WICU*
 Gen & Comm - Herbert Stewart
 Prog Dir - Don Lick
 Film Mgr - Don Lick
 Sta Rep - Headley-Reed
 Network - A,C,D,N
 Facilities - 16mm; 35mm; 2x2 slide
 Rates - \$500hr; \$75min; \$50 (8 sec)

FORT WORTH, TEX. 124,000 (5) WBAP-TV
 Gen Mgr - George Cranston
 Comm Mgr - Roy Bacus
 Prog Mgr - Bob Gould
 Film Mgr - Lynn Trammell
 Sta Rep - Free & Peters
 Network - A,N
 Facilities - 16mm; 2x2slide; 4x5 telop
 Rates - \$400hr; \$60min; \$30(10 sec)

GRAND RAPIDS, MICH. 79,400 (7) WLAV-TV*
 Gen & Comm - H.M. Steed
 Prog&Film - H. Kaufman
 Sta Rep - John Pearson
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; 4x5telop
 Rates - \$500hr; \$90min or less

GREENSBORO N.C. 70,800 (2) WFMY-TV*
 Gen Mgr - Gaines Kelley
 Sales Mgr - Virgil V. Evans
 Prog Mgr - Gomer Leach
 Film Mgr - Dan Shields
 Sta Rep - Harrington, Righter & Parsons
 Network - A,C,D,N
 Facilities - 16mm; automatic 2x2slide
 Rates - \$400hr; \$65min; \$33 (10sec)

HOUSTON, TEXAS 82,200 (2) KPRC-TV
 Gen Mgr - Jack Harris
 Prog Dir - Jack Edmunds
 Film Mgr - M.B. Johnson
 Sta Rep - Edward Petry
 Network - A,C,D,N
 Facilities - 16mm; 3 1/4 x 4 balop
 Rates - \$500hr; \$100min; \$80(10sec)

HUNTINGTON, W.VA. 46,100 (5) WSAZ-TV *
 Gen Mgr - L.H. Rogers
 Comm Mgr - L.H. Rogers
 Prog Dir - J.H. Ferguson
 Film Mgr - J.H. Ferguson
 Sta Rep - Katz
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; balop
 Rates - \$300hr; \$60min; \$30(10 sec)

INDIANAPOLIS, IND. 143,000 (6) WFBI-TV*
 Gen Mgr - Harry Bitner, Jr.
 Comm Mgr - William Kiley
 Prog Dir - Frank Sharp
 Film Mgr - Hugh Kibbey
 Sta Rep - Katz
 Network - A,C,D,N
 Facilities - 16mm; 3 1/4 x 4 projectall;
 balop 6x8
 Rates - \$480hr; \$100min; \$50 (8 sec)

JACKSONVILLE, FLA. 33,000 (4) WMBR-TV*
 Gen&Comm Mgr - G. Marshall
 Prog&Film - P. Acosta
 Sta Rep - Avery-Knodel
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; projectall
 Rates - \$300hr; \$40min; \$24(10 sec)

JOHNSTOWN, PA. 101,000 (13) WJAC-TV*
 Gen Mgr - A.D. Schrott
 Prog&Film - F. Cummins
 Sta Rep - Headley-Reed
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide
 Rates - \$550hr; \$80min; \$25(10sec)

TV STATIONS ON THE AIR (Continued)

KALAMAZOO, MICH 40,600 (3) WKZO-TV*
 Gen Mgr - John Fetzer
 Sales Mgr - D.W. DeSmith, Jr.
 Prog & Film- Harry Travis
 Sta Rep - Avery-Knodel
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; 4x5 telop
 Rates - \$500hr; \$90min; \$45(10 sec)

KANSAS CITY, MO. 125,000 (4) WDAF-TV*
 Gen Mgr - William Bates
 Comm Mgr - Manne Russo
 Prog Mgr - Randall Jesse
 Film Mgr - Martha Jenkins
 Sta Rep - Harrington, Righter & Parsons
 Network - A,C,D,N
 Facilities - 16mm; 4x5
 Rates - \$550hr; \$110min; \$55(8 sec)

LANCASTER, PA. 104,000 (4) WGAL-TV*
 Gen Mgr - Harold Miller
 Sales Mgr - Robert Gulick
 Prog Dir - P. Rodenhausen
 Film Mgr - B.K. Feroe
 Sta Rep - Robert Meeker
 Network - A,C,D,N
 Facilities - 16mm; 2x2 & 3 1/4x4 slides
 Rates - \$600hr; \$90min; \$45 (8 sec)

LANSING, MICH. 55,000 (6) WJIM-TV*
 Gen Mgr - H.F. Gross
 Comm Mgr - Roger S. Underhill
 Prog Mgr - Howard K. Finch
 Film Mgr - G. Robert Gibson
 Sta Rep - H-R Representatives
 Network - A,C,D,N
 Facilities - 16mm; 2x2 & 3 7/8x5 slides
 Rates - \$425hr; \$60min; \$30(10sec)

LOS ANGELES, CAL. 1,002,000 (7) KECA-TV
 Gen Mgr - Donn B. Tatum
 Comm Mgr - Robert Laws
 Prog Dir - To be named
 Film Mgr - George Boggs
 Sta Rep - ABC Spot Sales
 Network - ABC (0)
 Facilities - 16mm; 35mm; 2x2slide; 2 1/4x
 3 1/4telop; film strip
 Rates - \$1200hr; \$220min; \$97(8 sec)

(9) KFI-TV

Gen Mgr - Haan J. Tyler
 Comm Mgr - John Bradley
 Prog Mgr - Kenneth Higgins
 Film Mgr - James H. Love
 Sta Rep - Edward Petry
 Facilities - 16mm; 2x2; opaque 3 1/4x4 & 7 1/2x10
 Rates - \$750hr; \$135min; \$41(10 sec)

LOS ANGELES, CAL. (13) KLAC-TV
 Gen Mgr - Don J. Feddersen
 Comm Mgr - David Lundy
 Prog & Film - Fred Henry
 Sta Rep - Katz
 Facilities - 16mm; 35mm; 3 1/4x4, 2x2slides;
 8x12opaque
 Rates - \$1000hr; \$175min; \$85(10sec)

(4) KNBE

Gen Mgr - Thomas B. McFadden
 Comm Mgr - D.A. Norman
 Prog Dir - Albert Cole
 Film Mgr - Robert Guggenheim
 Sta Rep - NBC Spot Sales
 Network - NBC (0)
 Facilities - 16mm; 35mm; 2x2slide
 Rates - \$1250hr; \$200min; \$83(8sec)

(2) KTSL

Gen Mgr - To be named
 Comm Mgr - Robert B. Hoag
 Prog Mgr - Don Hine
 Film Mgr - Bob Andersen
 Sta Rep - CBS Radio Sales
 Network - CBS (0)
 Facilities - 16mm; 35mm; 2x2 slide
 Rates - \$1200hr; \$225min; \$125(8sec)

(5) KTLA

Gen Mgr - K. Landsberg
 Comm Mgr - H.Y. Maynard
 Prog Mgr - Gordon Wright
 Film Mgr - Leland Muller
 Sta Rep - John Pearson
 Network - Paramount (0)
 Facilities - 16mm; 2x2slide; multiscope
 Rates - \$1250; \$250min; \$115(10sec)

(11) KTTV

Gen Mgr - H.M. Dunham
 Sales Mgr - Frank King
 Prog Dir - Robert Purcell
 Film Mgr - Tom Corradine
 Sta Rep - Blair TV
 Facilities - 16mm; 35mm; 2x2slide;
 film strip
 Rates - \$1000hr; \$200min; \$90(10sec)

LOUISVILLE, KY. 93,300 (5) WAVE-TV*
 Gen Mgr - Nathan Lord
 Comm Mgr - Ralph Jackson
 Prog Mgr - George Patterson
 Film Mgr - John Boyle
 Sta Rep - Free & Peters
 Network - A,D,N
 Facilities - 16mm; 2x2slide; 3 1/2x4 telop
 Rates - \$400hr; \$87min; \$40 (10sec)

TV STATIONS ON THE AIR (Continued)

LOUISVILLE, KY. 93,300 (9) WHAS-TV*
 Gen Mgr - Victor Sholis
 Sales Mgr - Neil Cline
 Prog Dir - Harold Fair
 Film Mgr - Libby Higgins
 Sta Rep - Edward Petry
 Network - C
 Facilities - 16mm; 3¼x4½slide
 Rates - \$400hr; \$65min; \$33 (8sec)

MINNEAP-ST. PAUL 269,000 (4) WTCN-TV*
 Gen Mgr - F. Van Konynenberg
 Comm Mgr - R.N. Ekstrum
 Prog Mgr - Judy Bryson
 Film Mgr - Harry Jones
 Sta Rep - Free & Peters
 Network - A,C,D
 Facilities - 16mm; 2x2 & 6x8slides
 Rates - \$650hr; \$130min; \$65(10sec)

MEMPHIS, TENN. 87,600 (4) WMCT*
 Gen Mgr - E.W. Slavick
 Comm Mgr - Earl Moreland
 Prog Mgr - W. Mount
 Film Mgr - Charles Caldwell, Jr.
 Sta Rep - Branham
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; multiscope
 Rates - \$550hr; \$110min; \$45(7 sec)

NASHVILLE, TENN. 33,300 (4) WSM-TV*
 Gen Mgr - John H. DeWitt, Jr.
 Comm Mgr - Irving Waugh
 Prog Mgr - Jack Stapp
 Film Mgr - Elmer Cartwright
 Sta Rep - Edward Petry
 Network - A,C,D,N
 Facilities - 16mm; 2x2 slides
 Rates - \$300hr; \$50min; \$25(10sec)

MIAMI, FLA. 75,000 (4) WTVJ
 Gen Mgr - Lee Ruwitch
 Comm Mgr - John S. Allen
 Prog Mgr - Clyde Lucas
 Film Mgr - Labe Mell
 Sta Rep - Free & Peters
 Network - A,C,D,N
 Facilities - 16mm; opaque 3¼x4slide
 Rates - \$550hr; \$95min or less

NEW HAVEN, CONN 163,000 (6) WNHC-TV*
 Gen Mgr - James T. Milne
 Comm&Film - Vince Callanan
 Prog Mgr - David K. Harris
 Sta Rep - Katz
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide; balop;
 projectall
 Rates - \$600hr; \$120min; \$60(10sec)

MILWAUKEE, WIS. 247,000 (3) WTMJ-TV*
 Gen Mgr - Walter Damm
 Sales Mgr - N.V. Blake
 Prog Mgr - James Robertson
 Film Mgr - James Fitzgerald
 Sta Rep - Harrington, Righter&Parsons
 Network - A,C,D,N
 Facilities - 16mm; 2x2 & 3¼x4slides;
 balop 5x6 2/3
 Rates - \$650hr; \$125min; \$50 (8sec)

NEW ORLEANS, LA. 58,600 (6) WDSU-TV
 Gen Mgr - Robert Swezey
 Comm Mgr - Louis Read
 Prog Dir - Ray Rich
 Film Mgr - Rose Wetzel
 Sta Rep - Blair TV
 Network - A,C,D,N
 Facilities - 16mm; 2x2 slide; 3¼x4
 balop
 Rates - \$325hr; \$65min; \$25(8sec)

MINNEAP-ST. PAUL 269,000 (5) KSTP-TV*
 Gen Mgr - Stan Hubbard
 Sales Mgr - M.C. Robertson
 Prog Dir - Del Franklin
 Film Mgr - Dick Kepler
 Sta Rep - Edward Petry
 Network - N
 Facilities - 16mm; 2x2slide
 Rates - \$800hr; \$160min; \$80(8sec)

NEWARK, N.J. (See NY figure) (13) WATV
 Gen Mgr - I.R. Rosenhaus
 Sales Mgr - Edmund Lennon
 Prog Dir - George Green
 Film Mgr - Robert Paskow
 Sta Rep - Weed
 Facilities - 16mm; 3¼x4½slide; balop
 Rates - \$800hr; \$165min; \$80(10sec)

* Interconnected
 (O) Network Owned & Operated

(#) Channel
 Figures following cities indi-
 cate set circulation in area

Time Rates include all July changes
 & many August & Sept 1 increases.

THE HISTORY OF THE ...

CHAPTER I
The first part of the ...

CHAPTER II
The second part of the ...

CHAPTER III
The third part of the ...

CHAPTER IV
The fourth part of the ...

CHAPTER V
The fifth part of the ...

CHAPTER VI
The sixth part of the ...

CHAPTER VII
The seventh part of the ...

CHAPTER VIII
The eighth part of the ...

CHAPTER IX
The ninth part of the ...

CHAPTER X
The tenth part of the ...

CHAPTER XI
The eleventh part of the ...

CHAPTER XII
The twelfth part of the ...

TV STATIONS ON THE AIR (Continued)

NEW YORK, N.Y. 2,435,000 (5) WABD*
 NetworkDir - Chris Witting
 Sales Mgr - Ted Bergmann
 Prog Dir - James Caddigan
 Film Mgr - Andrew Jaeger
 Sta Rep - DuM Spot Sales
 Network - DuMont (0)
 Facilities - 16mm; 35mm; 2x2 slide
 Rates - \$2200hr; \$500min; \$213(8sec)

(2) WCBS-TV*

Gen Mgr - Richard Swift
 Sales Mgr - George Dunham
 Prog Dir - Richard Doan
 Film Mgr - David Savage
 Sta Rep - CBS Radio Sales
 Network - CBS (0)
 Facilities - 16mm; 35mm; 4x5 telop
 Rates - \$3250hr; \$675min; \$371(8sec)

(7) WJZ-TV*

Gen Mgr - Clarence Doty
 Sales Mgr - Ralph Dennis (Spot Sales)
 Prog Dir - James Pollock
 Film Mgr - Nat Fowler
 Sta Rep - ABC Spot Sales
 Network - ABC (0)
 Facilities - 16mm; 35mm; 2x2slide; telop
 3 1/4x4; balop 3 1/4x4
 Rates - \$3100hr; \$650min; \$350(8sec)

(4) WNBT*

Gen Mgr - Ted Cott
 Sales Mgr - John Reber
 Prog Dir - Ivan Reiner
 Film Mgr - Stan Parlan
 Sta Rep - NBC Spot Sales
 Network - NBC (0)
 Facilities - 16mm; 35mm; 2x2slide;
 4x5 telop opaque
 Rates - \$3750hr; \$775min; \$387.50(8sec)

(9) WOR-TV

Gen Mgr - J. F. Seebach, Jr.
 Sales Mgr - Robert C. Mayo
 Prog Mgr - Don Hamilton
 Film Mgr - Mildred Fenster
 Sta Rep - WOR Sales
 Facilities - 16mm; 35mm; 2x2slide; telop;
 opaque & trans 3 1/4x4
 Rates - \$1500hr; \$300min; \$200(20sec)

NEW YORK, N.Y. (11) WPIX
 Gen Mgr - G.B. Larson
 Sales Mgr - John F. Noone
 Prog Mgr - John McClay
 Film Mgr - Tony Azzato
 Sta Rep - Free & Peters
 Facilities - 16mm; 35mm; 2x2slide; opaque
 3 1/4x4; animatic
 Rates - \$1200hr; \$225min; \$110(8sec)

NORFOLK, VA. 71,600 (4) WTAR TV*
 Gen Mgr - Fred Lowe
 Comm Mgr - Robert Lambe
 Prog Dir - Winston Hope
 Film Mgr - Winston Hope
 Sta Rep - Edward Petry
 Network - A, C, D, N
 Facilities - 16mm; 2x2slide; projectall;
 opaque 3 1/4x4
 Rates - \$475hr; \$90min or less

OKLAHOMA CITY, OKLA. 91,900 (4) WKY-TV
 Gen Mgr - P.A. Sugg
 Comm Mgr - R.E. Chapman
 Prog Mgr - Robert Olson
 Film Mgr - Keith Mathers
 Sta Rep - Katz
 Network - A, C, D, N
 Facilities - 16mm; 2x2slide
 Rates - \$500hr; \$100min; \$50(10sec)

OMAHA, NEB. 79,900 (3) KMTV*
 Gen Mgr - Owen Saddler
 Comm Mgr - Howard Peterson
 Prog Mgr - G. Harris
 Film Mgr - Bill Lund
 Sta Rep - Katz
 Network - A, C, D
 Facilities - 16mm; 2x2slide; multiscope
 3 1/4x4
 Rates - \$350hr; \$70min; \$35(10sec)

(6) WOW-TV*

Gen Mgr - Frank P. Fogarty
 Sales Mgr - Robert M. Dooley
 Prog&Film - Lyle DeMoss
 Sta Rep - Blair TV
 Network - N
 Facilities - 16mm; 2x2slide; balop 3 1/4x4
 Rates - \$350hr; \$70min; \$25(10sec)

Facilities information was in almost every case furnished by the stations via a questionnaire. Basically, they furnish information as to whether 16mm or 35mm film is called for & as to what type of slides should be submitted. More detailed information is available through the Ross Reports office.

TV STATIONS ON THE AIR (Continued)

PHILADELPHIA, PA. 863,000 (10) WCAU-TV*

Gen Mgr - Donald Thornburgh
 Comm Mgr - Robert McGredy
 Prog Mgr - Charles Vanda
 Film Mgr - Helen Buck
 Sta Rep - CBS Radio Sales
 Network - C
 Facilities - 16mm; 2x2slide; film strip
 Rates - \$1200hr; \$220min; \$110(10sec)

(6) WFIL-TV*

Gen Mgr - Roger W. Clipp
 Sales Mgr - Kenneth W. Stowman
 Prog Dir - Herbert Horton
 Film Mgr - Walter Tillman
 Sta Rep - Katz
 Network - A, D
 Facilities - 16mm; opaque 3 1/4 x 4, trans
 3 1/4 x 4
 Rates - \$1400hr; \$250min; \$125(10sec)

(3) WPTZ*

Gen Mgr - Ernest Loveman
 Comm Mgr - A. Dannenbaum, Jr.
 Prog Mgr - Preston Stover
 Film Mgr - Ed Murray
 Sta Rep - NBC Spot Sales
 Network - N
 Facilities - 16mm; 35mm; balop 2 1/8 x 2 7/8;
 flying spot scanner 2 1/8 x
 2 7/8
 Rates - \$1000hr; \$200min; \$100(10sec)

PHOENIX, ARIZ. 38,400 (5) KPHO

President - John C. Mullins
 Gen Mgr - Harry Stone
 Sales Mgr - Julian M. Kaufman
 Film Mgr - Carl Webster
 Sta Rep - Edward Petry
 Network - A, C, D, N
 Facilities - 16mm; 2x2slide
 Rates - \$300hr; \$60min or less

PITTSBURGH, PA. 310,000 (3) WDTV*

Gen Mgr - Harold C. Lund
 Sales Mgr - Larry Israel
 Prog Dir - Leslie Arries
 Film Mgr - Harry Munson
 Sta Rep - DuMont Spot Sales
 Network - A, C, D, N (DuMont Owned)
 Facilities - 16mm; 2x2slides; 4x6balop
 Rates - \$800hr; \$125min; \$50(10sec)

* Interconnected

(#) Channel

(O) Owned & Operated

PROVIDENCE, R.I. 156,000 (11) WJAR-TV*

Gen&Comm - John J. Boyle
 Prog Dir - James Orchard
 Film Mgr - John J. Boyle
 Sta Rep - Weed
 Network - A, C, D, N
 Facilities - 16mm; 2x2slide; film strip
 multiscopes 3 1/4 x 4
 Rates - \$550hr; \$85min; \$40(10sec)

RICHMOND, VA. 83,700 (6) WTVR*

Gen&Comm - Wilbur Havens
 Prog&Film - C. Rianhard
 Sta Rep - Blair TV
 Network - N
 Facilities - 16mm; 2x2slide; film strip;
 balop 8 7/8 x 11 7/8
 Rates - \$500hr; \$100min; \$75(20sec)

ROCHESTER, N.Y. 84,600 (6) WHAM-TV*

Gen Mgr - William Fay
 Comm Mgr - John Kennedy, Jr.
 Prog Dir - Chas Siverson
 Film Mgr - Dave Manning
 Sta Rep - Hollingbery
 Network - A, C, D, N
 Facilities - 16mm; 3 1/4 x 4slide
 Rates - \$500hr; \$125min; \$43(8sec)

ROCK ISLAND, ILL. 58,600 (4) WHBF-TV*

Gen Mgr - L.C. Johnson
 Sales Mgr - Maurice Corken
 Prog & Film - Forest Cooke
 Sta Rep - Avery-Knodel
 Network - A, C, D
 Facilities - 16mm; flying spot scanner
 2x2
 Rates - \$300hr; \$60min; \$36(10sec)

SALT LAKE CITY, UTAH 47,500 (4) KDYL-TV

Gen Mgr - S.S. Fox
 Comm Mgr - George Provol
 Prog Dir - Dan Rainger
 Film Mgr - F.C. Eckhardt
 Sta Rep - Blair TV
 Network - N
 Facilities - 16mm; 2x2slide
 Rates - \$300hr; \$50min; \$30(10sec)

(5) KSL-TV

Gen Mgr - C. Richard Evans
 Sales Mgr - Eugene Halliday
 Prog&Film - W. Richards
 Sta Rep - CBS Radio Sales
 Network - A, C, D
 Facilities - 16mm; 2x2; film strip; balop
 Rates - \$300hr; \$60min; \$30(8sec)

INVENTORY OF THE ...

Section 1 (a) ...
List of names and titles for the first section.

Section 1 (b) ...
List of names and titles for the second section.

Section 1 (c) ...
List of names and titles for the third section.

Section 1 (d) ...
List of names and titles for the fourth section.

Section 1 (e) ...
List of names and titles for the fifth section.

Section 1 (f) ...
List of names and titles for the sixth section.

Section 2 (a) ...
List of names and titles for the seventh section.

Section 2 (b) ...
List of names and titles for the eighth section.

Section 2 (c) ...
List of names and titles for the ninth section.

Section 2 (d) ...
List of names and titles for the tenth section.

Section 2 (e) ...
List of names and titles for the eleventh section.

Section 2 (f) ...
List of names and titles for the twelfth section.

TV STATIONS ON THE AIR (Continued)

SAN ANTONIO, TEXAS 47,500 (5) KEYL

Gen Mgr - W.D. Rogers
 Comm Mgr - William Kelley
 Prog & Film - Thomas J. Maloney
 Sta Rep - Blair TV
 Network - A,D,P
 Facilities - 16mm; 2x2slide; multi-
 scope 3 $\frac{1}{4}$ x4
 Rates - \$300hr; \$45min or less

(4) WOAI-TV

Gen Mgr - Arden X. Pangborn
 Comm Mgr - Jerry Lee
 Prog Mgr - W. Perry Dickey
 Film Mgr - Edward Hyman
 Sta Rep - Edward Petry
 Network - A,C,N
 Facilities - 2x2slide; projectall
 Rates - \$400hr; \$70min or less

SAN DIEGO, CAL. 103,000 (8) KFMB-TV

Gen Mgr - Jack O. Gross
 Comm Mgr - W.O. Edholm
 Prog & Film - Al Flanagan
 Sta Rep - Branham
 Network - A,C,N
 Facilities - 16mm; 2x2 & 3 $\frac{1}{4}$ x4 slides
 Rates - \$400hr; \$80min; \$40(8sec)

SAN FRANCISCO, CAL. 204,000 (7) KGO-TV

Gen Mgr - Gayle Grubb
 Comm Mgr - V. Francis
 Prog Dir - Bloyce Wright
 Film Mgr - Phyllis Towner
 Sta Rep - ABC Spot Sales
 Network - ABC (0)
 Facilities - 16mm; 35mm; 2x2slide; balop
 3 $\frac{1}{4}$ x4; film strip
 Rates - \$600hr; \$120min; \$60(8 sec)

(5) KPIX

Gen Mgr - P.G. Lasky
 Comm Mgr - Lou Simon
 Prog Mgr - Sanford Spillman
 Film Mgr - Tom Stanford
 Sta Rep - Katz
 Network - C,D
 Facilities - 16mm; 2x2slide
 Rates - \$450hr; \$75min; \$38(8sec)

(4) KRON-TV

Gen Mgr - Charles Thieriot
 Sales Mgr - Norman Louvau
 Prog Mgr - Patric Crafton
 Film Mgr - B. Kotrich
 Sta Rep - Free & Peters
 Network - N
 Facilities - 16mm; auto&manual 2x2slide
 Rates - \$480hr; \$80min or less

SCHEENECTADY, N.Y. 159,000 (4) WRGB*

Gen Mgr - R.W. Hanna
 Sales Mgr - Robert F. Reid
 Prog&Film - A.G. Zink
 Sta Rep - NBC Spot Sales
 Network - A,C,D,N
 Facilities - 16mm; balop 3 $\frac{1}{4}$ x4, 2x2slide;
 film strip
 Rates - \$500hr; \$100min; \$50(8sec)

SEATTLE, WASH. 87,500 (5) KING-TV

Gen Mgr - Otto P. Brandt
 Comm Mgr - Al Hunter
 Prog & Film - L. Schulman
 Sta Rep - Blair TV
 Network - A,C,D,N
 Facilities - 16mm; 3 $\frac{1}{4}$ x4 balop
 Rates - \$500hr; \$100min; \$35(8sec)

ST. LOUIS, MO. 297,000 (5) KSD-TV*

Gen Mgr - George Burbach
 Comm Mgr - Guy Yeldell
 Prog Dir - Harold Grams
 Film Mgr - Keith Gunther
 Sta Rep - Free & Peters
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide
 Rates - \$850hr; \$150min; \$75(8sec)

SYRACUSE, N.Y. 124,000 (8) WHEN*

Gen Mgr - Paul Adanti
 Comm Mgr - William Bell
 Prog Dir - Gordon Alderman
 Film Mgr - Mary Alice Horsington
 Sta Rep - Katz
 Network - A,C,D
 Facilities - 16mm; 2x2slide
 Rates - \$400hr; \$80min; \$38(10sec)

(5) WSYR-TV*

Gen Mgr - F.R. Vadeboncoeur
 Comm Mgr - William Alford
 Prog&Film - W. Rothrum
 Sta Rep - Headley-Reed
 Network - N
 Facilities - 16mm; 2x2slide; 3 $\frac{1}{4}$ x4 balop
 Rates - \$450hr; \$90min; \$36(8sec)

TOLEDO, OHIO 95,000 (13) WSPD-TV*

Gen Mgr - E.Y. Flanigan
 Prog Dir - Glenn Jackson
 Film Mgr - Elaine Phillips
 Sta Rep - Katz
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide
 Rates - \$500hr; \$100min; \$50(10sec)

Figures following cities indicate
 set circulation in area

IV. THE HISTORY OF THE UNITED STATES

1. The first part of the history of the United States is the period of discovery and exploration. This period is divided into three main sections: the discovery of the continent, the exploration of the interior, and the settlement of the coast.

2. The second part of the history of the United States is the period of the American Revolution. This period is divided into three main sections: the struggle for independence, the war of 1812, and the formation of the federal government.

3. The third part of the history of the United States is the period of the Civil War. This period is divided into three main sections: the outbreak of the war, the course of the war, and the Reconstruction period.

4. The fourth part of the history of the United States is the period of the Gilded Age. This period is divided into three main sections: the rise of industrialism, the rise of the trusts, and the reform movements.

5. The fifth part of the history of the United States is the period of the Progressive Era. This period is divided into three main sections: the reform movements, the rise of the Progressive Party, and the Progressive Era reforms.

6. The sixth part of the history of the United States is the period of the World War. This period is divided into three main sections: the United States' entry into the war, the course of the war, and the aftermath of the war.

7. The seventh part of the history of the United States is the period of the Cold War. This period is divided into three main sections: the United States' policy of containment, the Cuban Missile Crisis, and the end of the Cold War.

8. The eighth part of the history of the United States is the period of the Vietnam War. This period is divided into three main sections: the United States' involvement in Vietnam, the escalation of the war, and the withdrawal of United States forces.

9. The ninth part of the history of the United States is the period of the 1960s. This period is divided into three main sections: the civil rights movement, the Vietnam War, and the cultural revolution.

10. The tenth part of the history of the United States is the period of the 1970s. This period is divided into three main sections: the Vietnam War, the energy crisis, and the Watergate scandal.

11. The eleventh part of the history of the United States is the period of the 1980s. This period is divided into three main sections: the Reagan Revolution, the Iran-Iraq War, and the end of the Cold War.

12. The twelfth part of the history of the United States is the period of the 1990s. This period is divided into three main sections: the end of the Cold War, the Gulf War, and the Asian financial crisis.

13. The thirteenth part of the history of the United States is the period of the 2000s. This period is divided into three main sections: the 2000 election, the 9/11 attacks, and the Iraq War.

14. The fourteenth part of the history of the United States is the period of the 2010s. This period is divided into three main sections: the 2008 financial crisis, the 2010s election, and the COVID-19 pandemic.

TV STATIONS ON THE AIR (Continued)

TULSA, OKLA. 77,200 (6) KOTV
 Gen Mgr - Maria Alvarez
 Comm Mgr - John Hill
 Prog Mgr - Don Thompson
 Film Mgr - Craig Ramsey
 Sta Rep - Edward Petry
 Network - A,C,D,N
 Facilities - 16mm; 2x2slide
 Rates - \$600hr; \$115min; \$50(8sec)

UTICA, N.Y. 45,200 (13) WKTU*
 Gen Mgr - Michael Fusco
 Comm Mgr - J.J. MacDavitt
 Film Mgr - J. Casaletta
 Sta Rep - Cooke
 Network - A,C,D,N
 Facilities - 16mm; 3 1/4 x 4 slide
 Rates - \$375hr; \$65min; \$25(8 sec)

WILMINGTON, DEL. 72,400 (7) WDEL-TV*
 Gen Mgr - J. Gorman Walsh
 Sales Mgr - J. Robert Gulick
 Prog & Film - J. Adshead
 Sta Rep - Meeker
 Network - D,N
 Facilities - 16mm; 2x2slide; 3 1/4 x 4 slide
 Rates - \$475hr; \$80min; \$40(8 sec)

* Interconnected

(0) Owned & Operated

(#) Channel

Figures following cities indicate set circulation in area.

WASHINGTON, D.C. 270,000 (7) WMAL-TV*
 Gen Mgr - K.H. Berkeley
 Comm Mgr - Ben Baylor, Jr.
 Prog Dir - Howard Bell
 Film Mgr - Charles Bloomquist
 Sta Rep - Katz
 Network - A
 Facilities - 16mm; 2x2slide; film strip
 Rates - \$500hr; \$90min; \$45(8sec)

(4) WNBW*
 Gen Mgr - William McAndrew
 Comm Mgr - Charles de Lozier
 Prog Dir - Eugene Justen
 Film Mgr - George Dorsey
 Sta Rep - NBC Spot Sales
 Network - NBC (0)
 Facilities - 16mm; 35mm; 2x2slide; balop 7x9
 Rates - \$550hr; \$120min; \$36(8sec)

(9) WTOP-TV*
 Gen Mgr - John S. Hayes
 Comm Mgr - George Hartford
 Prog & Film - Lloyd Dennis
 Sta Rep - CBS Radio Sales
 Network - CBS (0)
 Facilities - 16mm; 2x2slide
 Rates - \$550hr; \$120min; \$50(8sec)

(5) WTTG*
 Gen Mgr - Walter Compton
 Sales Mgr - Perry Walders
 Prog Dir - Roger Coelos
 Film Mgr - Jules Huber
 Sta Rep - Harrington, Richter & Parsons
 Network - DuMont (0)
 Facilities - 16mm; 2x2slide
 Rates - \$450hr; \$90min; \$60(8sec)

TIME RATE FORMULA

Since all time rates printed on preceding pages are for CLASS A time periods, the following formula for figuring B & C time rates should be observed:

Class A - 6 or 6:30pm to 11pm Mon-Fri
 12 noon to 11pm Sat & Sun

Class B - 5 to 6 or 6:30pm Mon-Fri
 figured at 75% of Class A Rate

Class C - All other time; figured at 50%
 of the Class A Rate.

Half-Hour -- 60% of Hour Rate
 20 Minutes - 50% of Hour Rate
 15 Minutes - 40% of Hour Rate
 10 Minutes - 35% of Hour Rate
 5 Minutes - 25% of Hour Rate

** See also - Special Television Data Chart, accompanying this issue.

WHAT'S BEING PROGRAMMED: BREAKDOWN OF CABLE-KINE-FILM - STUDIO TIME

The two distinct types of stations - cable & non-cable - have of course, striking differences in their breakdowns of program time. By coincidence, our own check of 26 stations has recently been backstopped by the announcement of a similar survey on the part of Dr. Kenneth H. Baker, research director of the NARTB.

Analysis of 20 representative interconnected stations and 6 non-interconnected stations during the third week in May, prior to hiatus schedules, resulted in the following breakdown:

Average cable station: 46.9% cable...13.1% kine...19.6% film...20.4% studio
(85 hrs per week average)
Average non-cable sta: 0% cable...42.8% kine...23.9% film...33.3% studio
(total 68 hrs per week)

And the NARTB found, in a check of 56 markets during the second week of May that stations were averaging 82½ hours per week, exclusive of test pattern, of which 80% were sponsored...while announcements totaled 261 per week or 3.2 per local hour of operation. The NARTB breakdown:

Average cable station: 50% cable...12% kine...18% film...17% studio
Average non-cable sta: 0% cable...46% kine...28% film...29% studio

The two sets of figures - for different weeks of the month and different representative stations - are close enough, however, to be indicative. Breakdown of third week in May figures is as follows:

INTERCONNECTED STATIONS

<u>City</u>	<u>Station</u>	<u>Cable</u>	<u>Kine</u>	<u>Film</u>	<u>Studio</u>	<u>Total</u>
BALTIMORE	WAAM	33½	6 3/4	23 3/4	27 3/4	91 3/4
BIRMINGHAM	WAJM	43½	7	21¼	14½	86¼
BLOOMINGTON	WTTV	39½	13 3/4	12½	13½	79¼
BUFFALO	WBEN	31 3/4	15¼	18¼	17 3/4	83
CHARLOTTE	WBTB	50	16	14½	0	80½
CLEVELAND	WEWS	40	2 3/4	22½	42 3/4	108
CLEVELAND	WXEL	36¼	4 3/4	29½	17	87½
DAYTON	WHIO	46 3/4	13¼	14 3/4	28 3/4	103½
GRAND RAPIDS	WLAV	67	11	13	0	91
GREENSBORO	WFMY	45	17½	8½	8½	79½
JOHNSTOWN	WJAC	45½	15½	11½	5	77½
KANSAS CITY	WDAF	35½	18	16½	6 3/4	76 3/4
LANSING	WJIM	25¼	16 3/4	9½	0	51½
MILWAUKEE	WTMJ	41¼	14	13 3/4	31¼	100¼
LOUISVILLE	WAVE	37½	13¼	17½	7½	75 3/4
LOUISVILLE	WHAS	39 3/4	3	8½	18¼	69½
PITTSBURGH	WDTV	38¼	8½	20	28¼	95
ST. LOUIS	KSD	39½	28	27	21	115½
WASHINGTON	WTOP	41 3/4	0	23½	16 3/4	82
WASHINGTON	WTTG	23	0	9	43	75
<u>Total Hours</u>		800½	225	335¼	348¼	1709
<u>Percent</u>		46.9%	13.1%	19.6%	20.4%	100%

NON-CONNECTED STATIONS

<u>City</u>	<u>Station</u>	<u>Cable</u>	<u>Kine</u>	<u>Film</u>	<u>Studio</u>	<u>Total</u>
DALLAS	WFAA	0	26	18½	18	62½
FT. WORTH	WBAP	0	40	10	30	80
HOUSTON	KPRC	0	42	13½	26½	82
LOS ANGELES	KTLA	0	0	24 ¾	34 ¾	59½
SAN ANTONIO	WOAI	0	34¼	11 ¾	9¼	55¼
TULSA	KOTV	0	32	19	17	68
<u>Total Hours</u>		0	174¼	97½	135½	407¼
<u>Percent</u>			42.8%	23.9%	33.3%	100\$

NEED FOR STANDARDIZATION OF STATION FACILITIES

Lack of standardization, even lack of information as to the individual station requirements, with regard to film facilities has been a sore point with advertising agencies and other organizations attempting to plan spot campaigns. First attempt at organizing the information available into a compilation was made recently by Don McClure of the McCann-Erickson Ad Agency. The results were printed in the June issue of Television Magazine, and until such time as Ross Reports is able to verify, revise and print similar information, you are referred to that source for details on film facilities offered and specific requirements as to slides, etc.

By way of general hints as to station requirements, the following information is offered:

In general, stations are equipped to handle only 16mm prints of motion picture film....2 x 2 double-frame 35mm transparencies are most common slides requirements....with 4 x 5 balop or telop opaque slides for titles, cards, etc. (copy area 4" wide, 3" high).

With regard to 8 second station identification spots, most stations want 20 to 30% of the space reserved for their call letters (with 25% most common figure cited). The stations allow the agency to design their particular ID in most cases, but specify, for the most part, that letters should be 12 point boldface type...that commercial messages be restricted to 6 seconds, with 2 left open for station ID.

Stations also suggest that to avoid reflections, flat surfaces, with a matte finish or semi-gloss be used...with light gray as a background, or deep gray with gray-white letters.

Where stereoptican(lantern) slides are furnished, stations require them to be 3¼ by 4, with copy area restricted to 2¼ by 3.

Since there are at least a dozen various ID designs used by the stations, they should be queried as to which is preferred.

CONCLUSION

Obvious conclusion to be drawn from this presentation of the status of the television market: The basic need is for standardization...before the deluge of new stations catches advertisers and programmers unprepared - standardization of facilities, yes, but also standardization of methods of reporting distribution, and standardization of thinking with regard to the allocation of new stations, specifically in the UHF & VHF assignments.

One department where standardization is hardly called for is in programming however. This type of trend may unfortunately blight us, but - while it is not relevant to this discussion - we can but hope that some semblance of ingenuity can yet prevail. And as for standardization of color...

Ross Reports

ON TELEVISION PROGRAMMING

Copyright 1951 - by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

NEWS ED: Robert A. Cinader
TALENT: Gordon Leigh
FEATURES: David B. Graham

VOL. 3 NO. 6
SUPPLEMENT A

JULY 8-14, 1951

NEW FILM & COMMERCIALS SECTION WILL BE WEEKLY FEATURE;

WEEKLY WEST COAST REPORT WITHIN A MONTH WILL BE PART OF EXPANDED SERVICE

12 Pinpointed Monthly Reports Scheduled

Within the next two weeks, two new departments will be added to the weekly ROSS REPORTS....a Film & Commercials section, will report on general activity in that branch of the industry....& a West Coast section will also be incorporated when the publisher returns from setting up a Hollywood office toward the end of the month.

It is felt that the inclusion of these regular sections will broaden the value of the reports to a wider group of industry executives. Subscribers are urged to regularly submit all publicity releases, personnel changes, sales, and the like to our news editor.

By August, weekly reports will be reorganized into the following departments: 1. Network activity 2. Local NYC activity 3. West Coast activity 4. Film and Commercials activity 5. Sponsor activity 6. Talent Showsheet 7. Talent Locator, plus a weekly feature on program or rating trends, credit lists, polls, individual station studies, critical reviews, news record, color developments, packages available, etc.

A fixed schedule of 12 pinpointed monthly reports has also been arranged. (2 Film Reports; 2 Program Cost Reports; 2 Commercials Reports; 2 Directories; 2 Detailed Program Analyses; 1 Local Stations Study; 1 Talent Credits Summation)..... All elements of the industry will be afforded an opportunity to advertise in the particular editorial surroundings of their choice under this publishing plan.

Of course, our unlimited telephone information service will continue.

*Index to Past Features in this Issue (Pages 9 & 10) Why not detach & file it separately for your convenience in checking earlier reports?

JULY 12th is RENEWAL DEADLINE

Subscribers are advised that all who have not indicated that they wish to renew by our July 12th deadline will be pulled from our files.

Actually, we have continued to mail copies throughout June, even without renewal orders. However, we have designated July 12th as a definite deadline.

Please feel free to call for information if your status is not clear.... and please, by all means, notify us one way or the other by July 12th.

JULY 1954

U.S. DEPARTMENT OF AGRICULTURE

OFFICE OF THE ASSISTANT SECRETARY FOR TECHNICAL ASSISTANCE

REPORT OF THE COMMITTEE ON THE STUDY OF THE PROBLEMS OF THE RURAL PEOPLE OF THE UNITED STATES

1954

The Committee on the Study of the Problems of the Rural People of the United States was organized in 1947 to study the problems of the rural people of the United States. The Committee has held numerous public hearings and has received many suggestions from rural people and their representatives. The Committee has also conducted extensive research and has prepared this report as a result of its study.

The Committee believes that the problems of the rural people of the United States are of national importance and that they should be given the highest priority in the Federal Government's program of rural development. The Committee believes that the Federal Government should take the lead in the development of a comprehensive program of rural development.

The Committee believes that the Federal Government should take the lead in the development of a comprehensive program of rural development. This program should be based on the following principles: (1) the Federal Government should provide the leadership and the financial resources for the development of a comprehensive program of rural development; (2) the Federal Government should encourage and assist the States and local communities in the development of a comprehensive program of rural development; (3) the Federal Government should provide technical assistance to the States and local communities in the development of a comprehensive program of rural development.

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APPENDIX A

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- Sun(8) - ABC(Ch7) -- 9-9:30pm; HIGHLIGHT; Tent City; from WJZ-TV to the net; documentary film about Israel's immigrant camps presented by the United Jewish Appeal; produced in Israel; Producer-Director - Baruch Diener.
- Mon(9) - NBC(Ch4) -- 10-10:30pm; CHANGE; The Arthur Murray Party; WNBT only; Sponsor - Arthur Murray Studios; Agency - Ruthrauff & Ryan; Prod - Alan Handley WNBT; Director - John Stearns WNBT; MC - Katherine Murray; show debuts this date on WNBT having departed from WJZ-TV & the ABC net(Mon 9-9:30pm) after performance on Jun 25.
- Tue(10) - CBS(Ch2) -- 9-9:30pm; DEBUT; How To; to CBS net via kine from KPTV Hwood; panel show with panel offering solutions to zany problems; Producers - Dick Linkroum & Larry Berns; Director - Linkroum; Asst Dir - Ralph Norman; Annr - Bob Lemond; Panel - Roger Price(author), Leonard Stern(writer), Stanley Adams(writer), Anita Martell(singer).
- NBC(Ch4) -- 2:15-4:30(approx); HIGHLIGHT; All-Star Baseball Game; from Briggs Stadium via WWJ-TV Detroit to the NBC net & WOR-TV; &
WOR(Ch9) Sponsor - Gillette; Agency - Maxon; NBC Supervisor - Jimmy Dolan; Producer - Bob Ritter WWJ-TV; Commentary - Jim Britt & Jack Brickhouse.
- Thu(12) - CBS(Ch2) -- 9-9:30pm; DEBUT; Your Esso Reporter; from WCBS-TV to the East. net; summer replacement for "The Alan Young Show" which returns Sept 6;(See "Meet Corliss Archer" below for midwest net replacement for Young); news roundup with films; Sponsor(for Reporter & Young in East) - Esso; Agency - Marschalk & Pratt; Packagers - CBS News & Telenews; Producer - Bob Bendick CBS; show was previously reported as debuting July 5.
- NBC(Ch4) -- 10-10:30pm; DEBUT; The Freddy Martin Show; from WNBT to the net; summer replacement for "Martin Kane, Private Eye" which returns Aug 30 with Lloyd Nolan in title role; Sponsor(for Freddy Martin) - Hazel Bishop; Agency - Raymond Spector; Packager - Freddy Martin(thru MCA); Producer-Director - Perry Lafferty; Writer - Irving Taylor; musical show with Freddy Martin & orch, Murray Arnold(pianist), Merv Griffin(singer); show will feature 1 girl vocalist weekly; 1st show - Mary Mayo.
- Fri(13) - CBS(Ch2) -- 10:05-10:30pm alt Fri; DEBUT; Meet Corliss Archer; from WCBS-TV to Eastern net; on film; TV version of radio situation comedy series; Packager - James Saphier(Hwood); Producer - Helen Mack; Director - Alan Dinehart; Program Super - Tom McAvity; Music - Felix Mills; Cast - Lugene Sanders(Corliss), Fred Shields, Bobby Ellis, Frieda Inescort; sustaining; --show is seen Thu 9-9:30pm on CBS midwest net as summer replacement for the "Alan Young Show" which returns Sept 6; Sponsor(for both) - Kroger Stores; Agency - Ralph Jones(Chicago).
- Sat(14) - CBS(Ch2) -- 3:45-5:15pm; DEBUT; Racing; from WCBS-TV(COLOR) to the net; coverage of the 4th, 5th & 6th races from Monmouth Park Track, Oceanport N.J; Producers - John Martin & Jerry Danzig CBS; Director - Judson Bailey CBS; show is sustaining & will run thru Aug 4.

THIS WEEK(Continued)

Sat(14) - NBC(Ch4) -- 10:30-11pm; DEBUT; Assignment: Manhunt; from WNBT to the net; summer replacement for "Your Hit Parade" which returns Sept 8; Sponsor(for both) - Lucky Strike; Agency - BBD&O; Packager - Talent Associates; Producer - Julian Claman TA; Director - Dan Petrie; Anncr - Andre Baruch.

LAST WEEK'S CHANGES

ABC - Music In Velvet - Sun 7:30-8pm WENR-TV Chicago to the net; new musical series with Rex Maupin & orch plus guest singers & dancers; Producer-Director - Grover J. Allen ABC; guest singers for 1st show June Browne & Bill Snary; show takes time slot vacated by "Showtime, USA".

DuM - Take The Break - Mon-Fri 1-1:30pm WABD to the net; show debuted July 2 as summer replacement for "O.K. Mother" which returns in Sept; show has disc jockey format with studio audience guessing titles & vocalists; Director - Bill Seaman DuM; MC - Don Russell DuM; show is sustaining.

NBC - New York Closeup - Mon-Fri 6:30-6:55pm WNBT only; Ed Herlihy & Susan Shaw replaced Tex & Jinx McCrary as of July 2 until July 27; Producer - Kay Elliott NBC; Director - John Chapin WNBT.

America Speaks - Mon-Fri 3:30-4pm WNBT & WNBW Wash to the net; summer replacement for "Remember This Date"(Tue&Thu) & "The Bert Parks Show"(Mon,Wed,Fri); Bert Parks returns Aug 27, Remember This Date - Return Indefinite; show features documentary films made for the govt & various civic & industrial organizations; on Fri show will originate from Wash & will feature live concerts by the Marine Corps Band; Producer(NY) - Hal Janis NBC; Assoc Producer - Lee Painton NBC; Director - Frank Jacoby NBC; Film Coordinators - Beulah Jarvis & Katherine Copeland NBC; MC - Robert Trout; Producer(Wash) - Ralph Burgin NBC; Director - George A. Baker NBC; Producer(for USMC) - 1st Lt. James Damon.

Mr. Wizard - Sat 12-12:30pm WNBT only; kine of previous week's show(WNBQ Chi to the net 6:30-7pm) moved to this time from Sat 5-5:30pm when it was seen on the net; Packager - Cereal Inst & NBC; Director - Larry Auerbach NBC; MC - Don Herbert & Bruce Lindgren; public service health show; sustaining.

FUTURES

Jul 15 - ABC -- Goodyear Summertime Revue - Sun 7-7:30pm WJZ-TV to the net; summer replacement for the "Paul Whiteman Revue" which returns Sept 9; Sponsor(for both) - Goodyear; Agency - Y&R; Producer - William H. Brown Jr Y&R; Director - Richard Eckler Y&R; Sets - James McNaughton ABC; show to have musical format with B'way & Hwood guest stars; MC - Earl Wrightson; Cast includes Maureen Cannon, Glenn Osser & the Whiteman orch, Ray Porter's Singing Chorus; Choreography - Bob Herget.

Jul 24 - ABC -- Roller Derby - Tue&Thu 10-11pm(approx) WJZ-TV to the net; from Convention Hall, Asbury Park N.J; Packager - Seltzer Assoc; Prod-Anncr - Ken Nydell at Seltzer; Director - Charles Russhon ABC; show is sustaining & will run thru Aug 16.

Jul 28 - CBS -- Sammy Kaye Show - Sat 7-7:30pm WCBS-TV to the net; musical-variety show with Sammy Kaye & orch; Sponsor - Lambert(for Listerine Toothpaste & the Prophylactic Toothbrush); Agency - Lambert & Feasley; Packager - MCA; Producer-Director - Coby Ruskin MCA.

<u>PROGRAM</u>	<u>NET TIME</u>	<u>GUESTS</u>
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY JULY 6

<u>Eloise Salutes</u>	DuM 11pm	Pat O'Malley guests in place of Henny Youngman
<u>Trapped</u>	WOR 8:30	<u>The Impossible Assignment</u> ; with Abby Lewis & John Seymour; playing themselves are John Wingate, Frank Wayne and John & Barbara Gay

***** Other shows on this date were listed in last week's issue

SATURDAY JULY 7

<u>The Big Top</u>	CBS 12N	Winnie Colleano, aerialist; Clark's Bears; La Marettes, ladder & tumbling act; The Villenaves, cyclists
<u>Faye Emerson</u>	CBS 9pm	Jane Darwell, Barry Bingham, Mayor Charles Farnsley, Rosalind Marquis (S), "Sleepy" Marlow (M); salute to Louisville, Kentucky
<u>It's Up To You</u>	CBS 6:30	Helen Hayes
<u>Laraine Day</u>	ABC 1pm	Martha Wright; Mrs. Sasch Simel, explorer; Molly Epstein, culinary expert
<u>The Show Goes On</u>	CBS 9:30	talent buyers Earl Wilson, Morri Freeman & Vicki Kasen
<u>**SONGS FOR SALE</u>	CBS 10pm	MIMI BENZELL, GUY MITCHELL, guest singers; MITCHELL MILLER, conductor, BOB MERRILL & BOB HILLIARD, song writers as judges

SUNDAY JULY 8

<u>**AUTHOR MEETS CRITIC</u>	NBC 11pm	<u>MACARTHUR, MAN OF ACTION</u> by FRANK KELLY & CORNELIUS RYAN; discussed by MAX LERNER & JAMES F. MURRAY with Ryan as defendant
<u>**CELEBRITY TIME</u>	CBS 10pm	JANE WILSON & HARRY WISMER, new panelists; VIVIAN BLAINE & GEN. JAMES DOOLITTLE, guests
<u>What's My Line</u>	CBS 10:30	Dorothy Kilgallen returns; Bennett Cerf, guest

NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet.... Look for programs that are profaced with two stars (**). They represent - in our opinion - programs which this week are presenting productions and/or talent worth watching.

SUNDAY JULY 8(Continued)

G.E. Guest House CBS 9pm Performers: Jimmy Savo, Lisa Kirk, Lynn Bari, Robert Maxwell, Bob Scheerer, Beverly Bozeman; Panelists: Nancy Kelly, John Cecil Holm, Witney Bolton, Lemuel Ayers

Leave It... Girls NBC 7pm John Carradine, Constance Bennett, Eva Maria Saint

Magic Slate NBC 5:30 William Tell - adapt by Richard Durham; with Maurice Copeland & Gerald Garvey

Nose For News WOR 7:45 Clem Kalisher, magazine photographer; Seymour Wally, NY Daily News photographer

Paul Whiteman ABC 7pm Janis Paige

**PHILCO PLAYH'SE NBC 9pm CASE HISTORY - by JEAN LESLIE, adapt by ALEXANDER KIRKLAND; with NYDIA WESTMAN, JANE SEYMOUR, PEGGY ALLENBY, ROBERT PASTENE, LESLIE WOODS, BARBARA JOYCE, JOHN BORUFF

Plainclothesman DuM 9:30 The House of Hate - by Gil Braun; with Donald Foster, Helen Gilette, James Bender, Peggy Wagner, Phillip Schuyler

Rocky King DuM 9pm Death In The Harbor - by Lawrence Lariar; with Grace Carney, Ralph Dunn, Margaret Stewart, Michael Stanley, Ward Costello

**TV RECITAL HALL NBC 8:30 WILLIAM WARFIELD, young baritone of MGM's Showboat

This Is Show Biz CBS 7:30 Performers: Francey Lane, vocalist, & Morey Amsterdam; Panelists: Jan Murray, June Lockhart, Phil Silvers

Toast Of The Town CBS 8pm Eddie "Rochester" Anderson, Anna Maria Alberghetti & brother Paolo, Cass Franklin & Monica Moore, Pegleg Bates, Georgie Kaye, Joan Holloway(D), The Dassies(clowns)

MONDAY JULY 9

Cameo Theater NBC 8pm Avalanche - by Harry W. Junkin; with Richard Carlson, Constance Bennett, Martin Kosleck

**GARRY MOORE CBS 1:30 MEREDITH WILLSON subs for Moore while latter vacations; VIRGINIA SALE makes her third return appearance today

H'wood Screen Test ABC 7:30 John Newland, guest; James Vickery & Mardette Edwards, contestants

It's News To Me CBS 9:30 John Henry Faulk, Anna Lee, Quicy Howe, Robin Chandler

**LIGHTS OUT NBC 9pm THE MEDDLERS - by MANLEY WADE WELLMAN, adapt by DOUGLAS WOOD GIBSON; with JOHN CARRADINE, E.G. MARSHALL, DAN MORGAN

Pantomime Quiz CBS 8pm Jeanne Cagney, Lola Albright, Marc Lawrence, Douglas Dumbrille; kinescope from the coast

Steve Allen CBS 12N Peggy Ann Ellis(S), Guy Mitchell(S), Parker Brothers(D)

MONDAY JULY 9(Continued)

**TALENT SCOUTS CBS 8:30 HERB SHRINER subs for Godfrey; The Down-Homers(M), Johnny Kaye(S), Marijane Maricle(S)

United Or Not ABC 9pm Ambassador Ales Bebler, Yugoslavian UN rep

Voice..Firestone NBC 8:30 Nadine Conner

**WESTINGHOUSE CBS 10pm NIGHTFALL - by DAVID GOODIS, adapt by MAX EHRLICH; with JOHN McQUADE, MARGARET HAYES, HERBERT RUDLEY, JOEY WALSH, JEAN RUYMER, JOE MANTELL, TOM GORMAN, GENE de SANTIS, WYNNE GIBSON, NORMAN KEATS and MARIO GALLO; directed by JOHN PEYSER

TUESDAY JULY 10

Armstrong Thtr NBC 9:30 Table For Two - by Hamilton Benz; with Henry Daniell, Ruth Matteson, Hazel Dawn, Paul Parks, Alfred Hesse

Cav Of Bands DuM 9pm Sammy Kaye orch, Phil Foster(C), Lewis & Van(D), Ricardo & Norma(ballroom dancers)

**DANGER CBS 10pm CRIMINAL AT LARGE - by LARRY HOLDEN, adapt by SAM ELKIN; with BOBBY SANTON, GEORGE MATTHEWS, POLLY ROWLES, EARL HAMMOND, NED CAREY

Fireside Theater NBC 9pm The Vigil - by Ellen & Richard McCracken; with Jeff Morrow, Katherine Raht, Beppy De Vries, Mildred Dragon, Isabel Price, William Rainey, Alan Macateer, Lee Marvin, Jane Murray

Garry Moore CBS 1:30 Dorothy Jarnac(D)

Meet The Press NBC 8pm Sen. Styles Bridges

Mr & Mrs Mystery WOR 8pm The Case Of The Biographer & The Ghost; with Leon Askin, Virginia Robinson, Leonard Stone

Steve Allen CBS 12N Pierce Knox, Phil Crawford(S), Wally Brown(C)

Stork Club CBS 7:45 Clinton Anderson

Suspense CBS 9:30 Tent On The Beach - by Robert Patterson, adapt by Halsted Welles; with Eileen Heckart, Paul Langton, Henry Jones, Edward Binns

WEDNESDAY JULY 11

Four Star Revue NBC 8pm Danny Thomas, MC; Paulette Goddard, Kay Starr(S), Bunny Lewbel, Clark Brothers(D), Trini & Manolo(Flamenco)

Garry Moore CBS 1:30 Herb Shriner

**GODFREY FRIENDS CBS 8pm FRANK PARKER subs for Godfrey

**KRAFT THEATER NBC 9pm VIENNA DATELINE - by MORRIE S. HELITZER; with ROBERT DALE MARTIN, JOHN STEPHEN, NATALIE CORE, MARY JAMES

Steve Allen CBS 12N Marion Morgan(S), Barr & Estes(C-D), Red Ingles(M)

WEDNESDAY JULY 11(Continued)

Shadow of Cloak DuM 9:30 Light Of The Lantern - by James L. Caddigan; adapt by Lawrence Menkin; Henry Sharp, Leon Askin, Ted Hecht, Brandon Peters, Helen Backlin, Jay Barney

The Web CBS 9:30 The Man In The Goldfish Bowl - by Walter C. Brown, adapt by Robert Wallsten; with Audra Lindley, Martin Brandt, Carl Weber, Henry Hamilton, Sidney Smith, Michael Wyler, Robert Keith Jr., Helen Marcy

THURSDAY JULY 12

Big Town CBS 9:30 The Man At The Desk - by Alvin Boretz; with Treva Frazee, Joe Sullivan, Bill Dixon, Ed Cooper, Robert Emhardt

Crime Photographer CBS 10:30 The Case Of The Scowling Boy - by James P. Cavanaugh; with Frances Fuller, John Baragrey, Bobby Nick, Bert Bertram, Lonny Chapman, Donald McClelland

**ELLERY QUEEN DuM 9pm ADVENTURES OF THE BALLETT MURDER - by IRVING PINCUS & EUGENE BURR, adapt by HELENE HANFF; with TAMARA GEVA, BILL CALLAHAN & ROBERT HARRIS in a story featuring murder and actual ballet sequences with Geva and five ballerinas

Ford Festival NBC 9pm Jarmila Novotna, Herb Shriner

Garry Moore CBS 1:30 Victor Jory

Starlight Theater CBS 8pm The Big Head - by Mel Goldberg; with Dick Moore, Nancy Franklin, David Clarke, Pat Hosley, Jim Goodwin

Stop the Music ABC 8pm Phil Silvers, MC

T-Men In Action NBC 8:30 The Case Of The Sweet Tooth; with Oliver Thorndike, Humphrey Davis, Harold McGee, Marion Nobel, Alan Manson, Clinton Roberts

FRIDAY JULY 13

**THE CLOCK NBC 8:30 THE HIDDEN THING - by A.J. RUSSELL; with ROBERT STERLING & CLEM FOWLER; BARBARA BOLTON is featured

Eloise Salutes DuM 11pm Miss Hank Fort, songwriter

Hands Of Destiny DuM 9pm The Squealer; with Lewis Charles, Steve Gravers, Rusty Lane, Joe Silver, Sydna Scott, Mike Kellen, Leo Gordon, Billy James

Man Against Crime CBS 8:30 Brook Byron, Harold Vermilyea, John Moore, Josephine Brown, Elliott Sullivan, Reginald Venable, Leonard Elliott, C. MacLean Savage

Steve Allen CBS 12N Duke Ellington, Benny Desmond(D), Dolores Hawkins(S)

IN TOWN - POSSIBLE GUEST SHOTS

JACQUES AUBUCHON current "The Happy Time"
PRESS: Michael Mok CI 6-7889

JEANNE BAL stand-by for "Call Me Madame"
avail TV - AGT: Barron Polan
PL 9-4727

EILEEN BARTON singer - AGT: MCA PL 9-7500

RICHARD BASEHART - AGT: Famous Artists
CI 7-6200

LUDWIG BEMEIMANS exhibit current Ferargil
CONTACT: Allan Morris, Simon
& Schuster CI 5-6400

CONSTANCE BENNETT - AGT: Jack Lawrence
JU 2-3885

VALERIE BETTIS - AGT: Gloria Safier
MU 8-3950

JULIE BISHOP film ingenue - AGT: Famous
Artists CI 7-6200

SIDNEY BLACKMER from coast this week - AGT:
Paul Radin, Jaffe Agcy
PL 9-6693

LOUIS BROMFIELD new novel "Mr. Smith" to
be publ Aug --CONTACT: Ramona Herdman
Harper & Bros MU 3-1900

GEORGE BRENT - AGT: Famous Artists

JOHN BUCKMASTER - AGT: Francis Head, Gibbs
Agcy CO 5-7504

TAYLOR CALDWELL romantic novelist - CON:
Julien Dedman, Scribner's
VO 5-0650

TAIKWON CHO Korean dancer, head of Korean
Dance Assoc, avail intvw -AGT:
Maria Korwin WA 9-4488

ANITA COLBY returned from coast, author
"Beauty Book" to be publ,
limited intvw - CON: Jean Hay-
dock, Prentice-Hall OR 5-2000

SALVADOR DALI jewelry exhibit current
Alemany & Ertman - PRESS: Rasponi
Assoc. TE 8-8171

DENISE DARCEL - MGR: Marcel Ventura
RE 7-3370

PAULA DRAKE from St. Louis late July -AGT:
Barron Polan PL 9-4727

BETTE DAVIS & GARY MERRILL - AGT: MCA

EADIE & RACK piano team current Blue Angel
AGT: Barron Polan

JOHN EMERY legit-film actor avail TV - AGT:
Peter Witt PL 9-7966

IN TOWN cont.

LEONARD GUMLEY film actor from coast this
week, avail TV - AGT: Bonnie
Alden BR 9-6377

PEG HILLIAS legit-film actress - AGT: Lee-
Harris-Draper JU 6-4180

JOSE ITURBI - AGT: Jack Lawrence JU 2-3885

DANNY KAYE from England in several days -
PRESS: Buddy Basch MU 7-8351

DOROTHY KILGALLEN returned from Europe
CONTACT: Myrtle Vernay
RE 7-0926

BERT LAHR here next week for "Two On The
Aisle" premiere - PRESS: Nat
Dorfman LO 3-0858

GLENN LANGAN film-TV actor - AGT: Lee-
Harris-Draper JU 6-4180

JAY MARSHALL comic-magician current
Versailles - MGR: Mark Leddy
JU 6-2760

BARRY NELSON "The Moon Is Blue" - AGT:
William Morris JU 6-5100

DAVID NIVEN film actor, 1st novel "Once
Over Lightly" to be publ Oct -
AGT: Helen Harvey MCA PL 9-7500

ROBERT PRESTON - AGT: Jack Lawrence

DONALD RICHARDS current Copa - PRESS:
Bayne-Zussman PL 3-5755

RITZ BROTHERS current Riviera - PRESS:
Charles Dreyfus PL 3-6971

PHIL SILVERS - AGT: MCA PL 9-7500

JACK SMITH - PRESS: Howard Weissman
PL 7-0461

JIMMY SOMMER "Oogie" on "Date With Judy"-
AGT: Bonnie Alden BR 9-6377

BILL STERN - PRESS: Arthur Pine VA 6-2680

ROBERT STRAUSS current "Stalag 17" - PRESS
David Lipsky CH 4-5185

WILLIAM WARFIELD - "Showboat" (film) singer
MGR: Larney Goodkind MU 6-1972

MAE WEST current subway circuit - PRESS:
Vince McKnight LO 5-3700

JULIE WILSON from Europe in several weeks
AGT: Barron Polan PL 9-4727

COBINA WRIGHT socialite-actress, autobio
"I Never Grew Up" to be publ
Oct - CONTACT: Jean Haydock
Prentice-Hall OR 5-2000

RECORDS OF THE BOARD OF DIRECTORS

1991
January 15, 1991
 Meeting held at the Board Room, 1000...
February 12, 1991
 Meeting held at the Board Room, 1000...
March 12, 1991
 Meeting held at the Board Room, 1000...
April 11, 1991
 Meeting held at the Board Room, 1000...
May 9, 1991
 Meeting held at the Board Room, 1000...
June 6, 1991
 Meeting held at the Board Room, 1000...
July 4, 1991
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August 1, 1991
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September 1, 1991
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October 1, 1991
 Meeting held at the Board Room, 1000...
November 1, 1991
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December 1, 1991
 Meeting held at the Board Room, 1000...

1992
January 15, 1992
 Meeting held at the Board Room, 1000...
February 12, 1992
 Meeting held at the Board Room, 1000...
March 12, 1992
 Meeting held at the Board Room, 1000...
April 11, 1992
 Meeting held at the Board Room, 1000...
May 9, 1992
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June 6, 1992
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 Meeting held at the Board Room, 1000...
October 1, 1992
 Meeting held at the Board Room, 1000...
November 1, 1992
 Meeting held at the Board Room, 1000...
December 1, 1992
 Meeting held at the Board Room, 1000...

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Weekly Film & Commercials Section - starts Vol 3 No 6-B in July

Weekly West Coast Section - starts Vol 3 No 7 in August

Film for TV Report (monthly issue) - Vol 3 No 7 in August

Local Station Trends (monthly issue) - Vol 3 No 5 for June

Talent Credits Summation (monthly issue) - Vol 3 No 6 in July

Ross Reports

NATIONAL BROADCASTING COMPANY, INC.

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ON TELEVISION PROGRAMMING

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NEWS ED: Robert A. Cinader

VOL. 3 NO. 6

JULY 15-21, 1951

TALENT: Gordon Leigh

SUPPLEMENT B

FEATURES: David B. Graham

TV TODAY -- "STAND UP & FIGHT"

RCA vs CBS; DuM & FCC; MFGRS vs THEATERS; SAG & TvA; FILM vs LIVE

Public Taste is the Common Denominator - No Solutions in Sight

There's not even an armed truce in the TV camp today. No less than a half-dozen Korea-like squabbles are keeping both the public and the industry itself guessing as to their ultimate outcomes.

Keynote of the situation currently appears to be "stand up and fight - even in the face of preliminary adverse decisions."

Most exciting news of the week is the announcement that nine major TV receiver manufacturers (Admiral, Crosley, DuMont, GE, Motorola, Philco, RCA, Sylvania & Westinghouse) united in a bid reported at over \$150,000 for telecast rights to the Ezzard Charles-Joe Wolcott championship bout this Wednesday (July 18). DuMont's sales director, Tom Gallery, negotiated the deal with the International Boxing Club in an attempt to establish a pattern of home viewing as opposed to theater television. The telecast will be seen in 40 cities, via the DuMont network, from Pittsburgh (10pm).

Most colorful news of the week was the fact that RCA refused to quit in the face of CBS' commercial colorcasts, approved by the FCC. A highly-screened group of press and advertising executives watched studio & remote demonstrations via RCA's experimental station at 3 daily sessions during the week. Ross Reports was among a number of a number who "couldn't get in" & so is unable to report. However, RCA advises that it will attempt to create a public demand for a revision of the FCC pro-CBS ruling by holding public demonstrations later on. We might "make" one of those.

Meanwhile DuMont officials are in training for a final plea before the FCC on the allocations question...hoping to achieve a revised approach that will provide for more multiple stations in sizeable markets - & other changes - before the Commission begins its city-by-city allocations hearings at the end of the month. Talk has it that the body will try to cut down the time required for hearings by accepting some write-in testimony.

In other fracas, film took a giant step in the face of live programming during the past week, on two counts. First, the Screen Actors Guild won over Television Authority (the eastern unions' coalition) in an NLRB west coast jurisdictional vote, thereby gaining representation of performers appearing in TV films..... and secondly, Gruen's purchase of a new dramatic series on film for the Fall marked the switch of still one more major sponsor from live programming. Reason - probably to insure getting into more markets at desired times. "Blind Date" has been dropped.

- Please turn to Page 10 for news of our forthcoming TV Film Report in August -

Page 10-21 1951

Vol. 3, No. 2
CONTINUED B

Department of Justice
Federal Bureau of Investigation
Washington, D. C.

TV TODAY - TOWARD UP & TOWN

By the Editor
Published by the Editor
Copyright 1951 by the Editor

There's not even an echo of the TV boom in the air. The industry itself is still in a state of confusion and uncertainty. The public and the industry itself are still in a state of confusion and uncertainty.

Industry of the situation appears to be "about up and down" - when in the face of preliminary evidence.

Most exciting news of the week is the announcement that the major TV network executives (ABC, CBS, NBC, DuMont, and others) have agreed to a "gentlemen's agreement" which will limit the number of stations in each market. This agreement is expected to be signed in the near future. The industry is still in a state of confusion and uncertainty.

That exciting news of the week was the fact that the industry has agreed to a "gentlemen's agreement" which will limit the number of stations in each market. This agreement is expected to be signed in the near future. The industry is still in a state of confusion and uncertainty.

Industry of the situation appears to be "about up and down" - when in the face of preliminary evidence. The industry is still in a state of confusion and uncertainty.

In other words, the industry is still in a state of confusion and uncertainty. The industry is still in a state of confusion and uncertainty.

- NETWORK ACTIVITY -
THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

JULY 15-21, 1951

- Sun(15) - ABC(Ch7) -- 7-7:30pm; DEBUT; Goodyear Summertime Revue; from WJZ-TV to the net; summer replacement for the "Paul Whiteman Revue" which returns Sept 9; Sponsor(for both) - Goodyear; Agency - Y&R; Producer - William H. Brown Jr Y&R; Director - Richard Eckler Y&R; Sets - James McNaughton ABC; MC - Earl Wrightson; show has musical format with B'way & Hwood guest stars; Cast includes Maureen Cannon, Glenn Osser & the Whiteman orch, Ray Porter's Singing Chorus; Choreography - Bob Herget.
- CBS(Ch2) -- 7:30-8pm; DEBUT; Go Lucky; from WCBS-TV to the net; summer replacement for "This Is Show Business" which returns Sept 9; Sponsor(for both) - Lucky Strike; Agency - BBD&O; Packager - Louis G. Cowan; Producer - Herb Moss for Cowan; Director - Jerome Schnur CBS; show is comedy quiz series with Jan Murray.
- Wed(18) - DuM(Ch5) -- 10-11pm(approx); HIGHLIGHT; Charles - Wolcott Fight; for the Heavyweight Championship; from WDTV Pittsburgh to a 40 station net; show will be sponsored by 9 TV set manufacturers as a public service; Sponsors - Admiral, Crosley, Dumont, GE, Motorola, Philco, RCA, Sylvania, Westinghouse; Director - Harry Coyle DuM.
- NBC(Ch4) -- 11-11:15pm; DEBUT; The Nick Kenny Show; from WNBT to the net; interview series with guests from sports & show biz; Producer - Albert McCleery NBC; Director - Bob Wilbor NBC; sustaining.
- Thu(19) - DuM(Ch5) -- 9-9:30pm; CHANGE; Down You Go; from WGN-TV Chicago to the net; show moves to this day & time(from 9-9:30pm Wed) as summer replacement for "The Adventures of Ellery Queen" which returns Sept 13; show is panel quiz with Dr Bergen Evans as moderator; show debuted May 30 & is sustaining.

LAST WEEK'S CHANGES(Network only)

- ABC - Daydreaming With Laraine - Thu 7:15-7:30pm WJZ-TV to the net; sports interview show with Laraine Day departed after performance on July 5; Producer - Ward Byron ABC; Director - Eddie Nugent ABC; show was sustaining; replacement is an additional performance of Club Seven(with Eadie & Rack, pianists).
- NBC - Author Meets The Critics - kine edition sent to the net from WNBT Mon 10-10:30 pm; effective July 9; show is seen live on WNBT only Sun 11-11:30pm; "The Arthur Murray Show" is seen locally on Mon in this time slot.
- Somerset Maugham Theater - Mon 9:30-10pm; WNBT to the net; show moved to this time & went weekly from sat Mon 9:30-10:30pm; this change & the above fill the time vacated by "Lucky Strike Theater" which returns on Sept 10; Sponsor(for Maugham) - Tintair; Agency - Cecil & Presbrey; Packager - John Gibbs.

FUTURES(Network Only)

- Aug 3 - ABC -- Tales of Tomorrow - Fri 9:30-10pm WJZ-TV to the net; new science-fiction dramatic series; Sponsor - Jacques Kreisler; Agency - Hirshon-Garfield; Packager - Foley & Gordon; Producer - Mort Abrahams; Director(for first 3 shows) - Len Valenta; Perm Director - Frank Schaffner; contract is for one year.

FUTURES(Continued)

- Aug 30 - ABC -- Masland At Home - Thu 10:30-10:45pm WJZ-TV to the net; musical show with Earl Wrightson returns on ABC this date; show departed CBS Mon 11-11:15pm on June 4; Sponsor - Masland Carpets; Agency - Anderson & Cairns; Packager - Earl Wrightson; Producer(for A&C) - not yet set; Director - not yet set.
- Sep 27 - ABC -- Gruen Guild Theater - Thu 9:30-10pm WJZ-TV & the net on film; new dramatic series on film now being made in Hwood; show will replace "Blind Date" for the same sponsor; Sponsor - Gruen; Agency - McCann-Erickson; Packager - MCA; Producer - Leon Fromkess MCA.
- Oct 3 - ABC -- Celanese Playwrights' Theater - alt Wed 10-11pm WJZ-TV to the net; new dramatic series packaged & produced by William Morris in assoc with The Playwrights' Company; Sponsor - Celanese; Agency - Ellington; production staff not yet set; show will alternate with "Pulitze Playhouse" when & if a sponsor is found for it.

SPONSOR ACTIVITY

- ABC - Youth On The March - Sun 10:30-11pm WFIL-TV Phila to the net; sponsor renews for 52 weeks effective Aug 26; Sponsor - Young People's Church of the Air; Agency - J.M. Camp(Ft. Worth, Indiana).
- Don McNeill TV Club - alt Wed 9-9:30pm WENR-TV Chicago to the net; sponsor renews show which returns to air Sept 12; Sponsor - Philco; Agcy - Hutchins.
- Lone Ranger - Thu 7:30-8pm 36 ABC stations - on film; sponsor renews show effective Oct 13; Sponsor - General Mills(for Cheerios, Bisquick, Cake Mixes); Agency - Dancer-Fitzgerald-Sample.
- DuM - Castro Decorators - extends contract for Tue eve 20 sec spots over WABD for 52 weeks effective immediately; Agency - Newton.
- Rexor Corp(for Sip-N-See Straws) - renews 1 min participations in "Magic Cottage"(Fri 6:30-7pm segment) for 13 weeks eff immed; Agency - Franklin Bruck.
- Packard Motors - switches account from Y&R to Maxon effective Dec 22, 1951.
- Mohawk Carpets - switches account(except radio) from George R. Nelson to Maxon effective Sept 17; Nelson retains radio for remainder of 1951.

NYC LOCAL ACTIVITY

- WABD - Scoreboard - Mon-Fri 7:30-7:35pm; show departs after performance on July 16; Sponsor - Kaiser-Frazer Dtrs; Agency - Weintraub; Director - Harry Coyle DuM; Commentary - Russ Hodges & Bob Cooke; show featured sports news.
- Royal Playhouse - Thu 9:30-10pm; show departed after performance on July 12; series was replay of Fireside Theater films; Sponsor - DuMont Telesets; Agency - Campbell-Ewald; Packager - United TV Programs; Prod - Crosby Enter.
- WNBT - Star Time - Sat 11:30-12N; kid variety show moved to WNBT from WPIX effective July 14; Sponsor - Bruno -NY(for Sunset Appliances); Agency - Arnold Cohan; Packager - George Scheck; Director - Dwight Hemion WNBT.
- WOR - Trapped - Sun 10-10:30pm; show moved to this time from Fri 8:30-9pm & picked up sponsor eff July 15; Sponsor - Rayco Auto Seat Covers; Agency - Robert B. Grady; Producer-Director - Harvey Marlowe; Narrator - John Carradine.

1. The first part of the document discusses the general situation of the country and the role of the government. It mentions the need for a strong and stable government to ensure the well-being of the people and the progress of the nation. The text is somewhat blurry but appears to be a formal report or a policy document.

CONCLUSIONS

2. In conclusion, it is recommended that the government should continue to work towards the improvement of the living standards of the people and the strengthening of the national economy. The document emphasizes the importance of maintaining social stability and promoting economic growth. It also suggests that the government should be more transparent and accountable to the citizens.

RECOMMENDATIONS

3. It is recommended that the government should take the following measures: (a) to improve the efficiency of the public administration; (b) to increase the investment in education and health care; (c) to strengthen the legal system and ensure the rule of law; (d) to promote the development of the private sector and encourage foreign investment. These measures are essential for the long-term development and prosperity of the country.

Film Craft(Hwood) - will produce another year of Groucho Marx' "You Bet Your Life" on film, sponsored by DeSoto-Plymouth Dealers thru BBD&O over NBC-TV (51-52)

G-L Enterp(NYC) - headed by Marion Gering, former "A" picture producer, and Ed Lewis, commercials veteran, have acquired exclusive production facilities of the Eastern Sound Studios, 5th Ave & 45 St in NYC, with complete production, laboratory & cutting services offered. Just completed are 10 spots for the GE 1952 TV line thru Maxon (40" & 12" live action, direct sound, with genuine rear projection thru the screens of TV models illustrated. Also completed are 4 live action 3-minute Bermuda location shots with Tex & Jinx McCrary for Pan American Airlines thru JWThompson, & in production on location in Europe are 3 10' films with Tex & Jinx.

Peter Elgar(NYC) - veteran documentary producer, reports heightened interest in his color productions, previously shown on TV in black & white form. Elgar, at 270 Park Ave, has at least 13 such subjects - many produced for the Protestant Radio Commission - as well as b&w subjects & TV spot credits.

Crosby Enterp(L.A.) - going ahead with production on "Cry of the City" series at RKO Pathe Studios Hwood, altho sponsor is not set; starts July 17 with estimated budget at \$16,000 each; distribution by United TV Programs; production superv - Harve Foster; dir-writer - Bernard Girard.....also set for production is "Kandid Kiddies" with Hy Averbach, a kid panel show on toys & inventions, packaged by Hal Goodman & Ruth Stevens.

March of Time (NY) - has dropped its famed documentary to concentrate on TV films and special productions. Already to its credit are Crusade in Europe & March of Time Through The Years. Crusade in the Pacific is scheduled.

Hwood Reporter - claims there are a minimum of 76 inde film-for-TV producers in Hwood with 143 series either contemplated or in production. Reporter claims that 21 firms have sold their product for the '51-52 season, involving 32 series (20 of them major programs) at a total estimated production cost of \$18,450,000 based on \$15,000 for a ½hr film, with total product amounting to 615 hours. (Ross Reports' survey of Film will be specific as to credits, etc....scheduled for August).

Biography Films(NY) - has completed "Cinderella Story" & optioned it to NBC. It's claimed as the first daytime TV serial produced on film in the East & it was shot on 35mm b&w negative at about 12 minutes of completed picture per working day. Series deals with an Ohio school mistress, who is plunged into NYC life. Actual sights will furnish the background thruou the series. Producers are Blair Walliser & Curtis Mitchell, radio and picture veterans, respectively; director was W. Zolley Lerner, formerly of 20th Century-Fox; photog - Mitchell Petreyko.

Snader (L.A.) - has acquired the TV rights to "Dick Tracy" from Keith Plamer, who will produce the series for Snader. The existing 13 episodes will be re-edited & immediate production starts on 13 more.

Hwood TV Svc (Republic's TV subsidiary) has sold 26 1st run mysteries to KNBH on a 1 run 1 year basis & 48 chapters of 8 serials on a 2 run 2year basis, with price reported as \$1000 per feature & per serial....firm is offering over 200 Republic pictures in the Spot field, including Gene Autry, Roy Rogers & Red Ryder subjects, among others.

**See Pg 1 - SAG's winning NLRB election pertained to 6 Hollywood film production firms (Apex, Crosby, Cisco Kid, Hal Roach, Fairbanks, Flying A). NYC elections pertinent to 10 firms are slated to follow.

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<u>PROGRAM</u>	<u>NET TIME</u>	<u>GUESTS</u>
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY JULY 13

<u>Cavalcade Of Stars</u>	DuM 10pm	Felix Knight, Rose Marie, Steve Evans
<u>Door With No Name</u>	NBC 9pm	Grant Richards, Mel Ruick, Rolly Bestor
<u>**VIDEO VENUS</u>	ABC 10:30	GRAND PRIZE WINNER TO BE SELECTED FROM FINALISTS: Barbi Evans, Elsa Milner, Edith Perillo, Basha Regis, Marion Cannon, Anne Wallace, Evelyn Jones, Arlene Zeller, Florence Taylor; JUDGES: Nancy Craig, Jack Barry, Patty Painter, Phil Regan and Monty MacLevy
<u>You Asked For It</u>	DuM 8:30	Eden Ahbez

SATURDAY JULY 14

<u>**ASSIGNMENT-MAN HUNT</u>	NBC 10:30pm	<u>STRANGER IN THE PARK</u> - by THOMAS WALSH, adapt by DAVID SHAW; with JOHN BARAGREY, PAUL LIPSON, HOWARD LEDIG, JAY BARNEY, JEAN GILLESPIE, GRANT SULLIVAN, CLEM FOWLER, EDWARD CULLEN, MARTIN BRANDT, ARTHUR BATANIDES, AMZIE STRICKLAND; strange doings in a strange park.
<u>Big Top</u>	CBS 12N	Two Brockways(cyclists), Sylvia & Her Kennelkade(16 trained dogs), Five Antaleks(perch troupe), Josephina Berosini(highwire)
<u>Faye Emerson</u>	CBS 9pm	Salute to Minneapolis; with Cedric Adams(writer), Richard Carlson, Senator Hubert Humphrey, Gil Lamb, Sylvia Textor(S)
<u>It's Up To You</u>	CBS 6:30	Lee Tracy
<u>Laraine Day</u>	ABC 1pm	James Michener, Clyde Deal, Denise Lor, Jay Martin
<u>Show Goes On</u>	CBS 9:30	<u>Performers:</u> The ElTonys(D), Skating Continentals, Jon Crain(S), Tony Farrar(C); <u>Buyers:</u> Hans Busch (Montreal Open Air Stad.), Eleanor Britton(Moore-McCormack Lines) Noel Sherman(Riley's nightclub in Saratoga)
<u>Songs For Sale</u>	CBS 10pm	Margaret Whiting & Mel Torme, guest singers; Julie Styne, Adolph Green & Betty Comden, panelists

SUNDAY JULY 15

<u>Celebrity Time</u>	CBS 10pm	Gladys Swarthout, Alfred Drake; Bill Corum subs for Herman Hickman
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NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet.... Look for programs that are prefaced with two stars (**). They represent - in our opinion - programs which this week are presenting productions and/or talent worth watching.

SUNDAY JULY 15 (Continued)

**AUTHOR MEETS CRITICS NBC 11pm LIGHTS OUT, popular TV mystery series will be discussed and analyzed by LEO GURKO of Hunter College (against), and BEN GRAUER (defendant); HERBERT BAYARD SWOPE JR., Lights Out producer, will be in the author's chair

G.E. Guest House CBS 9pm Durward Kirby takes over MC post; performers: Lanny Ross, Valerie Bettis, Joe E. Brown, Billie Worth, The MadMoiselles; panelists: Constance Bennett, William Gaxton, Michael Ellis, Hal Block

**GO LUCKY CBS 7:30 New quiz show with JAN MURRAY as MC; guests on premiere telecast will be JANIS PAIGE and RUSSELL NYPE

Leave It... Girls NBC 7pm Phil Baker, Binnie Barnes, Constance Bennett, Nancy Chaffee

Meet The Press NBC 7:30 John L. Lewis

Nose For News WOR 7:45 Irving Frisch, winner NY Mirror-Paramount Pic contest

Paul Whiteman ABC 7pm Judy Lynn

**PHILCO PLAYHOUSE NBC 9pm I WANT TO MARCH - by H. R. Hays; with JOHN HOYT, KATHERINE MESKILL, REYNOLDS EVANS, ENID MARKEY, SANDY CAMPBELL, PATRICIA PEARDON in a story of the effects of the suffrage movement on the men in one household; directed by IRA SKUTCH

Plainclothesman DuM 9:30 Killer For Hire; with John D. Seymour, Helene Reynolds, Tiger Andrews, James Little, Stephen Elliott, Dehl Berti

Rocky King DuM 9pm A Permanent Curl; with James Nolan, Treva Frazee, Connie Lembeke

TV Recital Hall NBC 8:30 Leonard Rose, cellist

Toast Of The Town CBS 8pm Lauritz Melchior, Louis Prima, The Duchills(D), Bobby Sargent(C), Elsa & Waldo (satirists), Ethel Smith, Will Mahoney

**TRAPPED WOR 10pm JOHN CARRADINE will be seen regularly from this date as host-narrator; AMUCK - by Frank Wayne; with FRAN MALIS, LEONARD SHERER, PAUL GEORGE, ART LAWRENCE

Ted Mack ABC 6pm Ray Malone(D), Cliff Norton(C)

What's My Line CBS 10:30 Bennett Cerf

MONDAY JULY 16

Arthur Murray NBC 10pm Florian ZaBach, Cass Franklin & Monica Moore, Ade DuVal

Cameo Theater NBC 8pm Deception - by Harry W. Junkin; with Madge Evans, William Post, William Crane, Jean Hayworth, Phil Faversham, Greg Robins, John O'Hare

Garry Moore CBS 1:30 Guy Raymond(C); Meredith Willson continues as MC

MONDAY JULY 16(Continued)

H'wood Screen Test ABC 7:30 Judith Evelyn, guest; Virginia Lord, Al Sargent contestants

**LIGHTS OUT NBC 9pm THE DEVIL IN GLENCAIRN - by BRETT WARREN, adapt from SIR WALTER SCOTT'S THE RED GAUNTLET; with RICHARD CARLSON, HALLIWELL HOBBS, JONATHAN HARRIS, PAT O'MALLEY, THELMA SCHNEE, JOHN GERSTAD, MARK MANSON, TOM POSTON; the story of an avaricious bagpipe player

**MARGARET ARLEN CBS 1pm JEANNE PORTER, New Haven radio commentator, subs for Margaret Arlen thru July 27

**NOT FOR PUBLICATION DuM 7:45 WINTER ROSE - by SYLVIA RUTER & RUTH WEISSMAN; with WILLIAM ADLER, ETHEL REMEY, PAT BRESLIN, HENRY BARNARD in a bittersweet story of an artist and a rose; directed by DICK SANDWICK

Pantomime Quiz(kine) CBS 8pm Alan Mowbray, Audrey Long, Jane Nigh, Florence Bates

Steve Allen CBS 12N Margaret Whiting, Clark Brothers(D), Vic Hyde(arranger)

Somerset Maugham NBC 9:30 The Promise - adapt by David Davidson; with Haila Stoddard, Jack Lemmon, Peggy McCay, Gordon Nelson, Tom Rutherford, Billy Daniels, Harvey Hayes

TV Toddlers DuM 2pm Pat Rooney Sr., Joan Kayne(D), Susan Raye(S)

**TALENT SCOUTS CBS 8:30 ARTHUR GODFREY returns for two weeks only; Carmen Carozza(M), Jenny Collins(S), Ray Kellogg(S), Billy Valentine Trio(S-M)

United Or Not ABC 9pm Nelson Rockefeller

Voice Of Firestone NBC 8:30 Igor Gorin

**WESTINGHOUSE CBS 10pm THE APPLE TREE - adapt by DAVID SHAW from the JOHN GALSWORTHY classic; with LUCY VINES, WILLIAM WHITMAN, JOHN HELDABRAND, VALERIE CARDEW, MARGARETTA WARWICK, LOGAN RAMSEY, JOHN HAMILTON, ARTHUR CASSELL, JUDSON REES, STEPHIE SHAW, PATRICIA WRIGHT

TUESDAY JULY 17

Armstrong Theater NBC 9:30 Last Chance - by Turner Bullock and Anne Howard Bailey; with Sidney Blackmer, Isobel Elsom, Jack Lemmon, Cal Thomas, Harold Crane

Cav Of Bands DuM 9pm Sammy Kaye, Henny Youngman, Crane & Love (D), Lenny & Margie Ross(Punching-bag act)

Danger CBS 10pm Mr. Lupescu - by Anthony Boucher, adapt by Doris Gilbert; with Virginia Gilmore, Michael Mann, Dan Morgan, Bruce Gordon, John Shellie, Eugene Ruyman

**FIRESIDE THTR NBC 9pm A LITTLE NIGHT MUSIC - by RAPHAEL HAYES; with LOUIS SORIN, AUGUSTA CIOLLO, ALLEN SHAY, BEN YAFFEE, MARTIN BROOKS, HAL STUDER, HAROLD MCGEE in a story of a barber whose love of music almost causes tragedy in his home

TUESDAY JULY 17(Continued)

Garry Moore CBS 1:30 Dorothy Kilgallen

Steve Allen CBS 12N Barbara Ashley(S), Three Caribbeans(D), Trixie(Juggler

Stork Club CBS 7:45 Barbara Bel Geddes, Donald Cook, Bill Corum, Joe E. Brown

**SUSPENSE CBS 9:30 THE WISTERIA COTTAGE - by ROBERT COATES, adapt by CHARLES ROBINSON; this is the 2nd time around for WC, now directed by LEILA SWIFT (who will direct thru Aug 14 for vacationing Robert Stevens); with BILLY REDFIELD, MARJORIE GATE-SON, BETHEL LESLIE, DOROTHY SANDS, DAVID McKAY, JOAN WETMORE

WEDNESDAY JULY 18

**FOUR STAR REVUE NBC 8pm JACKIE GLEASON MC's last show of season; DENISE DARCEL guests

Garry Moore CBS 1:30 Cliff Norton(C)

**KRAFT THEATER NBC 9pm ZONE FOUR - written & directed by JAMES FIELDER COOKE; with RICHARD KILEY, LOUISA HORTON, MURRAY MATHESON, ROLAND WINTERS, WALTER BROOKE, CAMERON PRUD'HOMME, JAMES VAN DYK, BEN COOPER, GRANIA O'MALLEY, JIMMY GOODWIN; a young college professor gets caught in a Communist web

Press Conference WOR 8pm City Clerk Murray W. Stand; panelists Frank J. Mac-Master, Walter Lister Jr., Jerry King, Edward Katcher

Shadow Of Cloak DuM 9:30 The Silent One - by Hendrik Vollaerts; with Somer Alberg, Elaine Williams, David Kerman, Ted Jacques, Ronald Alexander, Wyley Hancock

Steve Allen CBS 12N Joan Barton(S), Saxie Williams & Alexana Galina(acro)

**THE WEB CBS 9:30 BREAKUP - THOMAS WOLFE'S powerful story adapt by JOSEPH RUSCOLL; with DON BRIGGS, BILLY GREEN, TED HECHT, HELEN SEAMON, ROBERT LIEB, JOHN MARRIOT, SANFORD SEEGER

THURSDAY JULY 19

**BIG TOWN CBS 9:30 NEIGHBORHOOD STORY - by ALVIN BORETZ & CHARLES ROBINSON; with HENRY JAMES, WRIGHT KING, RUSTY LANE, FRANK DANA, CHARLES MENDRICK, BEN YAFFEE and SARA ANDERSON as the new "Lorelei"; a confused adolescent, an angry mob and a near-lynching

Crime Photographer CBS 10:30 The Getaway; with Solen Burry, Rita Fredericks, John Randolph, Cliff Hall, Don McClelland

Ford Festival NBC 9pm Joan Edwards, Jarmila Novotna, Jay Marshall

Garry Moore CBS 1:30 Burton's Birds

Steve Allen CBS 12N Marilyn Davis(S), Acromaniacs, Martha Lou Harp(S)

Stork Club CBS 7:45 Sonja Henie, Roddy McDowall, Dickie Moore, Becky Thatcher

THURSDAY JULY 19(Continued)

T-Men In Action NBC 8:30 The Case Of Formula CDA #5; with Lou Polan, Osna Palmer, Howard Wierum, Robert Simon, Edward Binns

Wildlife Unlimited WOR 7:45 Percy A. Morris of the Peabody Museum discusses seashells of the Atlantic Coast

FRIDAY JULY 20

**CAV OF STARS DuM 10pm LARRY STORCH subs for Jackie Gleason thru Aug 10

**DOOR...NO NAME NBC 9pm MERRILL JOELS, BRACE CONNING, GORDON CLARKE, LEE PAPPELL & LIAM SULLIVAN in story about narcotics pushers

Eloise Salutes DuM 11pm Leonard Sues, trumpet player

Front Page Detective DuM 9:30 Little Miss Fortune; with Edmund Lowe, Mary Jane Saunders, David Wolfe, Pete Leopold, Sheila Ryan; kinescope

Garry Moore CBS 1:30 James Michener

Hands Of Destiny DuM 9pm Last Man Wins - by R. N. Brant; with Herbert Rudley, Henry Sharpe, Harry Landers, Franklyn Fox, Tom Reynolds

Man Against Crime CBS 8:30 Alan Manson, Joe Verdi, Ralph Dunn, Lewis Charles, Helen Gillette, Carl Don, Howard Smith, James Bender

Steve Allen CBS 12N Bruce Hayes(S), Jessie James & Cornell(D), Mary Small

**YOU ASKED FOR IT DuM 8:30 Film clips from old movies with RUDOLPH VALENTINO, THEDA BARA & LILLIAN GISH, including Four Horsemen, Birth Of A Nation, A Fool There Was, Robin Hood, Safety Last & The Big Parade; variety acts featured today include Bert Wall (Roller Derby champ), Prof. Karol Mysets of U.S.C.(science demonstration), George & Mary Wheeler(musical bottles), Aubrey (magician)

FILM REPORT SCHEDULED FOR AUGUST

Leonard G. Wayne in NYC & Marten E. Lamont in L.A. are Business Managers

The first major Report on Television Film activity will be published by Ross Reports at the beginning of August. Editorial material is currently being researched -- on both coasts.

In the East, Leonard G. Wayne has been named as Business Manager, in charge of Advertising & Sales.

In Hollywood, Marten E. Lamont (8739 Sunset Blvd) will function as Business Manager, and will also accept editorial material.

The Report will cover: Film Made Expressly for TV - producer credits, costs, production plans, trends, facilities...with directories; Use of Hollywood Film Product - distributors, major studio analysis, the music & other union problems, Film buyers at the stations, prevalent prices, and the like. Out early in August..... & repeated in February. Pinpointed Advertising is offered in both issues.

IN TOWN - POSSIBLE GUEST SHOTS

IN TOWN cont.

LOIS ANDREWS now in NYC, avail TV - AGT: Jerry Rosen PL 7-6185

JAMES ASWELL author "There's One In Every Town" in NYC thru July 20
CON: Elizabeth Bragdon, Bobbs-Merrill MU 4-6950

ORSON BEAN comic current Village Vanguard avail limited appear - AGT: Jerry Rosen PL 7-6185

SIDNEY BLACKMER - AGT: Paul Radin, Jaffe Agcy PL 9-6693

JANET BLAIR now East on leave from "South Pacific" road co. - AGT: MCA

RICHARD CARLSON - AGT: Francis Head, Gibbs Agcy CO 5-7504

CLAUDE DAUPHIN definitely arrives NYC Fri - AGT: Henry Guettel Gale Agcy PL 7-7100

CLEMENTE DIAZ Tonala Indian, lecture demonstrations on Mexican painting - AGT: Maria Korwin WA 9-4488

ALFRED DRAKE - MGR: Moe Gale PL 7-7100

ANITA ELLIS vocalist avail TV - AGT: Henry Guettel PL 7-7100

JOEY FAYE comic avail TV - AGT: Jerry Rosen PL 7-6185

TREVA FRAZEE legit-TV actress - AGT: Ben Pratt PL 8-0593

WILLIAM GAXTON - AGT: MCA PL 9-7500

ARTHUR GODFREY will be in NYC two weeks only

COLEEN GRAY from Hollywood late July - AGT: Sam Jaffe PL 9-6693

MADGE EVANS - AGT: Francis Head, Gibbs Agcy CO 5-7504

CONNIE HAINES from Chicago late Aug - AGT: General Artists

JOHN HOYT legit-film actor avail TV - AGT: Peter Witt PL 9-7966

LOUIS JORDAN band leader - AGT: General Artists CI 7-7550

DANNY KAYE back from London date - PRESS: Buddy Basch MU 7-8351

RICHARD KILEY legit-film actor avail TV AGT: Stephen Draper JU 6-4180

FELIX KNIGHT - MGR: Jack Bertell PL 9-5260

JENNY LOU LAW comedienne "Lend An Ear" lead subway circuit - AGT: Bertha Case, Darrow Agcy PL 3-0871

EVA LEGALLIENNE - AGT: Jay Garon, Aley Assoc MU 2-6447

WILLY LEY author "Rockets, Missiles & Space Travel" avail intvw - CONTACT: Patricia MacManus, Viking Press PL 5-4330

DENISE LOR - AGT: MCA PL 9-7500

NELLIE LUTCHER returned from Europe - AGT: General Artists CI 7-7550

MARY MALONE "Mary" of Aldrich Family avail outside TV - AGT: Peter Witt PL 9-7966

MARTY MAY comic - AGT: Jerry Rosen PL

LAURITZ MELCHIOR - PRESS: Betty Smith PL 8-0781

JANE MORGAN - AGT: Barron Polan PL 9-4727

DONALD NOVIS in NYC until July 22 - AGT: Jerry Rosen PL 7-6185

MARGARET O'BRIEN from the coast this week (pending) - AGT: Jack Lawrence JU 2-3885

PATTI PAIGE in NYC early Aug - AGT: General Artists CI 7-7550

JACQUES PEALS crooner current La Vie En Rose - AGT: Gale PL 7-7100

CLAUDIA PINZA from Miami July 31 - AGT: Jerry Rosen PL 7-6185

EZIO PINZA back from Europe - AGT: Paul Small MU 7-0606

PHIL REGAN - AGT: Art Weems, General Artists CI 7-7550

ANDY & DELLA RUSSELL - PRESS: Bernie Green, Bayne-Zussman PL 3-5755

SLATE BROTHERS from Atlantic City this week - AGT: Jerry Rosen

RISE STEVENS - PRESS: Muriel Francis PL 9-5600

JOHN CAMERON SWAYZE - PRESS: Earle Ferris PL 9-2846

GLADYS SWARTHOUT - CON: Eleanor French, Columbia Artists CI 7-6900

MARGARET TRUMAN returned from Europe - MGR: James Davidson CI 7-4737

ETHEL WATERS - AGT: John Mulvihill, General Artists CI 7-7550

MARGARET WHITING - AGT: MCA PL 9-7500

Ross Reports**ON TELEVISION PROGRAMMING**

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NEWS ED: Robert A. Cinader

VOL. 3 NO. 6

JULY 22-28, 1951

TALENT: Gordon Leigh

SUPPLEMENT C

FEATURES: David B. Graham

ABC & CBS REORGANIZATIONS TOP NEWS STORIESTIME-LIFE BID FOR CONVENTION COVERAGE; 20th GEN'S CBS COLOR FOR THEATER TVIs Alternate Week Programming Effective?

Major reorganizations of key personnel at CBS last week were almost immediately followed by significant appointments at ABC, as all networks began tooling up for the rigors of coast-to-coast television, color, and multifold new stations, by courtesy of the FCC.

First, CBS was completely realigned into six different divisions, each topped by a president (CBS-AM, CBS-TV, Laboratories Division, Columbia Records, CBS Columbia Inc. & Hytron Radio & Electronics Co.). The overall organization is headed by Frank Stanton, with William S. Paley as chairman of the board and Joseph H. Ream as executive vice-president.

Present Radio-TV personnel have been split into two separate divisions. For TV: J.L. Van Volkenburg is President of CBS-TV; Hubbell Robinson Jr. is VP for Programming; David Sutton heads TV Sales; William Golden, TV Sales Promotion; Oscar Katz, TV Research; I.S. Becker, TV Business Affairs; Mike Foster, TV Press; other positions not confirmed. Station Relations Dept under Herbert Akerberg retains its integrated form.

Hard on the heels of the CBS announcements, American Broadcasting Company President, Robert E. Kintner named Harold L. Morgan as VP of the TV Program Department, reporting to Alexander Stronach, the Vice-President for Television. Morgan will be responsible for all operations of the TV program department. Further reorganization of the department was announced by Stronach, with Charles M. Underhill moving over from CBS to become National Director of TV Programs, effective July 30. Underhill will be in charge of creative planning on all programs. Charles F. Holden has been named Assistant Director of the TV Program Department, with responsibility for operations and production personnel. Anthony M. Hennig is Production Manager, with responsibility for scenery, properties, graphic arts, studio service, and the like.

ROSS REPORTS Directory Issue at the beginning of September will record in entirety all network personnel for TV, as well as all personnel in other TV fields.

NOTES: Time & Life have already submitted bids for the exclusive TV coverage of both Democratic & Republican conventions in Chicago next summer....20th Century-Fox has secured theater TV rights for use of CBS color & expects to institute it in theaters via its Swiss-developed Eidophone projection system this Fall....20th also reported to be planning a TV News Service in conjunction with United Press....Advertest NYC survey in June found that only 42% of respondents could name even one alternate week program without aid; 40% knew in advance of performance which of the pair was to be presented. Actual viewing ranged from 72% to 6% for six pairs of programs, sponsor identification from 87% to 6%, with the average being 38% for the six pairs.

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- NETWORK ACTIVITY -
THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

JULY 22-28, 1951

- Sun(22) - ABC(Ch7) -- 10:30-11pm; CHANGE; Everybody's Business; on film from WJZ-TV to the net; show moved to this day & time from Mon 8:30-9pm; documentaries dealing with activities of Federal Security Agency produced in cooperation with FSA, with introductions by Oscar R. Ewing, FSA Administrator.
- CBS(Ch2) -- 11:30am-12n; DEPARTURE; Bonny Maid Versatile Varieties; departs after show of this date; Lady Iris Mountbatten, MC with kid variety performers; Debut on CBS Jan 1951 after 1½ years on NBC; Net plans to suspend all local and network morning Sunday shows after this date.
- NBC(Ch4) -- 5-5:30pm; DEBUT; How Does Your Garden Grow; from WNBQ Chicago to net as summer replacement for "Mrs. Roosevelt Meets the Public" which departed after show on July 15; John Ott, lecturer & gardener, with the aid of motion pictures, narration & live demonstrations, provides information on planting, growing & soil for amateur horticulturists; sustaining.
- Tue(24) - ABC(Ch7) -- 10-11pm approx; RETURN; Roller Derby; from WJZ-TV to the net on Tue & Thur; from Convention Hall, Asbury Park, N.J. Ed Begley & Ken Nydell describe action; Packager - Seltzer Assoc Prod - Ken Nydell at Seltzer; Dir - Charles Russhon ABC; show is sustaining & will run thru Aug 16; Time slot was formerly occupied by sustaining feature film series.
- Wed(25) - DuM(Ch5) -- 9-9:30pm; DEBUT; What's The Story; from WABD to the net; Show replaces "Down You Go" which switches to Thurs; Walter Raney, newscaster, as city editor; a reporter phones in stories, at which time clues from his dress, surrounding decor & calendar date augment bare facts; Guest panelists (outstanding members of the working press) will try to guess actual news event, suggested by home viewers, with prizes to viewers whose stories cannot be identified; Producer - Paul Rosen DuMont; **program** is sustaining.
- NBC(Ch4) -- 8-9pm; HIGHLIGHT; Buster Crabbe & His Silver Saddle Wild West Show; from WNBT to the net; a complete wild west rodeo originating at Municipal Stadium, Freeport, L.I.; Buster Crabbe will exhibit trick riding on his white stallion "Tarzan"; other acts include the Breslin Family, the Beattie Family, Bud Heintz & his "bucking Ford"; John Baldwin, "the oldest rodeo man in the business," will direct arena activities; Prod - Buster Crabbe Enterprises; NBC Prod - Jack Mills; Dir - Jack Dillon NBC; Sustaining.
- Sat(28) - CBS(Ch2) -- 7-7:30pm; DEBUT; Sammy Kaye Show; from WCBS-TV to the net; Musical variety show including "So You Want to Lead a Band" feature with contestants selected from theater audience with winner conducting community sing at conclusion of program; also an original comedy vignette will be presented on each show; Featured vocalists Barbara Benson & Tony Alam; Sponsor - Lambert (Listerine Toothpaste & Prophylactic Toothbrush); Agency - Lambert & Feasley; Pkgr - MCA; Prod-Dir - Coby Ruskin MCA.

GENERAL INFORMATION

1. The purpose of this report is to provide a summary of the activities of the various departments of the organization during the year 1941-1942. The information is based on the reports submitted by the various departments and is intended to provide a general overview of the organization's activities.

2. The organization has achieved significant progress in the various areas of its activities during the year 1941-1942. The various departments have worked closely together to achieve these results and it is hoped that the information provided in this report will be of interest to all members of the organization.

3. The organization has also received significant support from the various departments during the year 1941-1942. The various departments have worked hard to provide the organization with the resources it needs to carry out its activities and it is hoped that the information provided in this report will be of interest to all members of the organization.

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LAST WEEK'S CHANGES(Network Only)

CBS - Hollywood Opening Night - Fri 10:30-11pm WCBS-TV to the net; dramatic films for TV (2nd run); Spon - Pearson Pharmacal (Ennds); Agency - Harry B. Cohen; Pkgr - MCA; Producer - Revue Productions, H'wood.

FUTURES(Network Only)

Aug 3 - ABC -- Say It With Acting - Fri 7:30-8pm WJZ-TV to the net every week until September 14 at which time it plays alternate weeks same day & time; Maggi McNellis and Bud Collyer, MCs (Robert Alda stands in for Bud Collyer first 2 weeks); Game of charades featuring casts from current Broadway shows as opponents, winning team returning following week; Sponsor - Brown Shoe Co (Naturalizer Div); Agency - Leo Burnett, Chi; Prod - Wayne Wirth; Dir - Robert McCahon ABC; Debut Feb 1948 on NBC until May 12, 1951.

CBS -- The Ad Libbers - Fri 8-8:30pm WCBS-TV to the net; replaces "Mama" for 5 weeks summer hiatus; Peter Donald hosts comedy show on which actors will ad lib 3 or 4 original sketches given brief outline by Donald in a commedia dell'arte style; Cast includes Charles Mendick, Patricia Hosley, Joe Silvers, Jack Lemmon, Cynthia Stone & Earl Hammond. Sponsor - General Foods (Maxwell House); Agency - Benton & Bowles; PROD-Persons Prod'ns in assn with Jos.I.Sonnenreich (thru William Morris).

SPONSOR ACTIVITY

CBS - Boxing Bouts - Wed 10pm-conclusion 59 CBS stations; Pabst renews for 52 weeks effective Sept 26; Agency - Warwick & Legler.

Carnation Milk buys Mon-Fri 11:30am-12noon beginning September. Show not set; Agency - Erwin, Wasey.

NBC - Kukla, Fran & Ollie - Mon 7-7:30pm from WNBQ Chi to 57 NBC sta; sponsor renews for 13 weeks beginning August 27; Sponsor - Radio Corporation of America Agency - J. Walter Thompson.

Martin Kane, Private Eye - Thurs 10-10:30pm from WNBT to 61 NBC sta; Sponsor renews for 52 weeks beginning August 30; Sponsor - United States Tobacco Co; Agency - Kudner.

Speidel Show - Mon 8-8:30pm from WNBT to 46 NBC sta; sponsor renews for 15 wks beginning September 17; Sponsor - Speidel; Agency - Sullivan, Stauffer, Colwell & Bayles.

Kate Smith - Wed 8-9pm; from WNBT to network; Sponsor picks up alt half hour for 52 week period beginning Sept 19; Sponsor - Congoleum-Nairn; Agency - McCann-Erickson.

Ruth Lyons Club - Mon-Fri (12:15-12:30 segment) from WLW-T (Cincinnati) to NBC network; Campana (Italian Balm) buys 15 min segment for 52 weeks effective October 5; Agency - H.W. Kastor & Sons, Chicago.

American Chicle Co. - switches account to Sullivan, Stauffer, Colwell & Bayles from Badger and Browning & Hersey who have handled the account (Dentylne, Chiclets & Beeman's Chewing Gum) for the past 20 years.

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NYC LOCAL ACTIVITY

WCBS-TV - CBS Television News - Schedule as of July 17:

Mon-Fri 7:30-7:45pm - CBS News with Douglas Edwards;
Mon-Fri 11-11:10pm - "News of the Night" with Allan Jackson;
Mon-Fri - End of Transmission - "Facts & Forecasts";
Sun 11-11:15pm - "Sunday News Special" with Don Hollenbeck;
Three or four news bulletins daily, at various times, in
addition to regular news schedule.

WJZ-TV - Video Venus - Sat 11pm-12m; show moved to this time from Fri 10:30-11:30 pm on July 21; Herb Sheldon MCs talent search program; during next 13 week cycle a search will be launched for a new 'MacLevy Slenderizing Girl'. Sponsor - MacLevy Dance Studios & Slenderizing Salons; Producer - MacLevy Video Prod'ns in assn with ABC; Director - ~~Leslie~~ C. Gorall ABC.

Marshall Plan in Action - now network Mon 8:30-9pm; was seen locally on Sun 9:30-10pm; change effected July 16.

Stud's Place - Fri 10:30-11pm; from WENR-TV Chi; formerly seen locally Sat 5:30-6pm; change effective July 27.

Films of Interest - Mon 8-8:30pm; Formerly seen Sun 10:30-11pm; films covering a variety of subjects.

Sawyer Views Hollywood - Sat 5:30-6pm; from Fri 10-10:30pm effective July 28.

WNBT - Mary Kay's Nightcap - Mon thru Fri - end of transmission; Show debuted July 4 with Mary Kay Stearns previewing the following day's feature attractions on WNBT. Director - John Stearns NBC

WOR-TV - Temperature & Humidity Reports - from Tue July 17, 20 sec announcements with a visual device showing latest readings on a thermometer and hydrometer, will be given approximately hourly through the programming day as a public service.

Inside New York - Sun 11-11:15pm; show made debut on July 22; People and places in New York specially filmed for this show, which includes a "Meet Your Neighbor" and a fashion feature each week; Sponsor - Thomas Institute; Producer - Dick Randall WOR; Director - Jerry Freedman WOR.

Sally Smart's Kitchen - Mon thru Fri 4:30-5pm; on July 23 program makes change from former three-a-week status; Nancy Rowe, home economist & her guests show attractive methods of serving foods; Producer - Modern Home Kitchens; Director - Jerry Freedman WOR.

HIGHLIGHT

NBC will present a kinescope of an address by General Douglas MacArthur on Wednesday, July 25 at 11pm. The speech will be made earlier in the evening before a Joint Session of the Massachusetts Legislature at the State House in Boston.

THE LOCAL ACTIVITY

WBS-TV

... television news - 10:00-10:30 p.m. on July 17.
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ANNOUNCEMENT

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A new weekly section that reports on activities of Producers, Distributors & Sponsors of TV film programs and/or film spots. (Subscribers are advised to send in material regarding sales or purchases of film, personnel changes, series in production, etc... we will supplement with items culled from the trade press or researched independently by our staff). A West Coast section will be incorporated within the month.

XX

*ASSOCIATED ARTISTS & FLAMINGO FILMS TO COMBINE - Details are being finalized for a combining of forces by two of TV's most active film distributors. Principals involved will make the announcement this coming week. Ross Reports will carry the story in full detail at that time.

COWBOY STARS INTO TELEVISION - Roy Rogers Productions has signed director Jack English and production manager Jack Lacey for a TV series with Rogers, Dale Evans and Trigger. The first 4 half-hour films went into production on the Goldwyn lot in Hollywood on July 16.....Don "Red" Barry, ex-Republic cowboy star has also formed his own production unit for TV, with "Calamity Jane" scheduled as the first of a series of 13 to be produced in Texas late this summer.

LIPPERT-ROACH DROP PRODUCTIONS (Hwood) - Robert L. Lippert and Hal Roach Jr. have abandoned their prospective production of 12 feature films for theatrical & TV release because of increased union demands. The hour-long films were to be shown as the "B" half of double features & as TV films in 2 installments. Two of the series, "The Adventures of Robin Hood" & "Present Arms" have already been completed.

SNADER EXPANDING(NY, Chi, LA) - Capitalizing on the success of his musical shorts, now running on over 45 TV stations, Lou Snader has announced plans for other TV film production...as well as distribution for both TV and theatrical films. Some 9 Alex Korda features have been acquired for theater & TV release, plus 4 for TV-only release. Snader has signed Preston Foster for a 1/2hr film series, with Ted Robinson producing...available in 39 episodes October 1. Four other 1/2hr series are on the docket. Reub Kaufman heads the national sales organization in Chicago, but a NY office has been opened with Harold Goldman handling Eastern TV Sales and Oliver A. Unger in charge of theater distribution.

TELECLIX INTO MUSICAL SHORTS (Hwood) - Library distribution of musical shorts will be increased shortly with the production of 500 3 1/2 minute epics to be produced by Irvin R. Gwartz at General Service Studios, Hollywood. Victor Moore, Buddy Ebsen, & The Gwen Bari Trio are signed talent...first shooting day is July 25. Director - Bert D'Armand; Prod Mgr - Herman Webber; Camera - M Stengler.

EUROPA FILMS (Stockholm) - has sold to Ballantine thru J. Walter Thompson a new TV film series entitled "Foreign Correspondent". Principal is Per Scheutz, who will film the documentary style stories at various European locations. Sheldon Reynolds will write, direct & produce; Jerome Thor & his wife will star.

FILM EQUITIES (NY) - is currently supplying the 8 feature films used by Budweiser as summer replacements for the Ken Murray Show on CBS-TV. Equities also has supplied 2 features for the Schlitz summer series & is negotiating for more.

POST PICTURES(NY) - has completed the sale of 13 feature films in 7 major markets. The package consists of 6 "Scattergood Baines" films, 6 "Lum 'n Abner" films, and "Shadow of the Orient".

ABC (Hwood) - pilot film of a prospective Luella Parsons show will be made at KECA-TV between September 1 & 15.

STERLING FILMS (NY) - has signed to distribute 89 British features for Ed Sherman of Motion Picture Management. Sherman's distribution pact with CBS expired in April, and bids have already been received for re-run rights from WOR-TV, WJZ-TV & WCBS-TV. Sterling will also distribute for George Richfield 10 westerns, 26 half-hour puppet films & a 30 minute series featuring the Rome Symphony. Sterling is offering "Price of Peace", featuring 13 UN reps including Malik, in 2 half-hour or 4 quarter-hour programs.

FORD MOTOR COMPANY - has made available for TV at no cost 26 films, as well as 6 ten-minute shorts and 2 half-hour documentaries on 16mm...obtainable thru Film Library at Dearborn, Michigan or from regional Public Relations offices in NYC, Kansas City, Chicago, Washington, San Francisco.

ZIV - announces that its TV film series "Boston Blackie" is now sold in 21 markets & is expected to be completely sold by the time it debuts in September.

BERNARD LUBER (Hwood) - has its "Superman" series now in production at RKO Pathe, with Hal K. Dawson, Jahn Ball, Walter Reed, others signed for the first of the series, to be distributed by Flamingo & financed by National Comic Publications, which has allocated approximately \$400,000 for 26 half-hour shows.

TOBY ANGUISH (Hwood) - has bought from Paramount the "Popular Science" series originally made by Jerry Fairbanks. He'll revise them into 44 half-hour or 88 quarter-hour TV shows; price - \$5000 a week for National first-run rights.

COMMERCIALS PRODUCTION

(FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; DR - Direct Recording; VO - Voice Over; LS - Lip Synch; M - Music)

Depicto(NYC) -- 2 (60") just completed for Interstate Folding Box (for Frostofold deep freeze pkges) thru Hugo Wagensel (Columb); FA & LA, VO & M.

Film Graphics(NYC) - 7 (20") being completed for Philco thru Hutchins for Nat'l Spot TV; series is LA with FA lettering used, all VO.

3 (20") for Aug 5 completion for Bulova thru Biow for Local Spot TV; series uses 20 different (4") endings on the 3 basic films; LA & SA with VO & M; jingles are used in the 3 basic films.

Sarra(NYC) --- 8 (60"&50") for Aug 15 delivery for Zenith Radio; 4 for radio sets & 2 for TV sets thru McFarland & Aveyard (Chi) plus 2 for the Cobra-matic Record Player thru Hutchins; all for Nat'l TV Spot; series will feature Helen Jepson, Mel Torme & others; LA with DR.

3 (20") being completed for David E. Kennedy -- Kentile floor covering - thru Ruthrauff & Ryan for Nat'l Spot; SA & LA with VO & M.

4 (60"&20") just completed for Lux Clock Mfg (for Lux Minute Minder) thru Edward Graceman (Hartford) for Nat'l Spot; LA with VO.

2 (20") just completed for Sun Oil (Sunoco) thru Hewitt, Ogilvy, B & M for Nat'l Spot TV; all FA with VO.

Screen Gems(NYC) - 6 (60") recently completed for Blatz Beer thru Weintraub for the "Amos 'N' Andy" show; FA & LA with VO & M; also the opening (40") & closing (20") billboards for the same show.

Van Praag(NYC) - 3 (60") recently completed for J.B. Williams thru JWT for Nat'l Spot TV; LA with DR & M; actors using shaving cream is theme.

PROGRAM	NET TIME	GUESTS
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY JULY 20

<u>Cavalcade Of Stars</u>	DuM 10pm	Jan Peerce, Lina Romay, Rudy Cardenas
<u>The Clock</u>	NBC 8:30	<u>The Lily Pond</u> - by Howard Rodman; with Kent Smith, Nell Harrison, Frank Thomas, Leora Dana, Carol Omhart
<u>Quiz Kids</u>	NBC 8pm	Clifford Utley subs for Fran Allison thru July 27

SATURDAY JULY 21

<u>Assignment-Manhunt</u>	NBC 10:30	<u>Through A Dead Man's Eye</u> - by Cornell Woolrich, adapt by David Swift; with Frankie Case Jr., Donny Harris, Joey Walsh, Adelaide Bean, Ernest Borgnine, Elliott Sullivan, Terry Green, Ralph Hertz, Joe Mantell
<u>Big Top</u>	CBS 12N	Janet's Pony & Dog Circus
<u>Doodles Weaver</u>	NBC 10pm	Marion Colby(S), Milton DeLugg, Hermanos Williams Trio(acro)
<u>Fashion Magic</u>	CBS 11am	Oleg Cassini, Ruth Webb(S)
<u>**FAYE EMERSON</u>	CBS 9pm	<u>Saluting Greenwich Village</u> , with VALERIE BETTIS, WALLY COX, HAZEL SCOTT, VILHJALMUR STEFANSON
<u>Laraine Day</u>	ABC 1pm	Oleg Cassini, Lina Romay, Marta Beckett(D)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : O'Toole & Charley(acro), Mimi Walters(D), Mary Louise(S); <u>Buyers</u> : Harold Creal(NY State Fair), Selma Marlow(Vine Gardens, Chicago), Abe Feingold(Loew's Neighborhood Theaters)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Performers</u> : Ethel Waters, Alan Dale; <u>Panelists</u> : Sonny Skylar, Harry Revel, Irving Caesar
<u>**TWO GIRLS...SMITH</u>	ABC 12N	NINA FOCH, as a musical comedy actress visiting PEGGY FRENCH, subs for PEGGY ANN GARNER thru July 28
<u>Video Venus</u>	ABC 11pm	<u>Judges</u> : Ben Yost, Billy Reed, Dorothy Gulman

SUNDAY JULY 22

<u>**CELEBRITY TIME</u>	CBS 10pm	June Lockhart, Lon McCallister; Herman Hickman returns as regular panelist
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NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet.... Look for programs that are prefaced with two stars (**). They represent - in our opinion - programs which this week are presenting productions and/or talent worth watching.

SUNDAY JULY 22(Continued)

Author Meets Critics NBC 11pm Our Not So Supreme Supreme Court - Look Magazine article by Fred Rodell(in the author's chair) with Leo Cherne(Exec Dir, Research Institute of America) for, and Louis Nizer(attorney) against

G.E. Guest House CBS 9pm Performers: Margaret Whiting, Roland Young, Dorothy Jarnac(D), Jeanne Mitchell(M), Marcia Henderson & Jack Manning(acting duo); Panelists: Jean Dalrymple, Vernon Rice, Maurice Zolotow, Barry Nelson

Go Lucky CBS 7:30 Lady Iris Mountbatten, Ham Fisher

Goodyear Revue ABC 7pm Lina Romay, Marilyn Day(S)

Leave It...Girls NBC 7pm Philip Reed, Binnie Barnes, Cecilia McGee

People's Platform CBS 6:30 Sen. John M. Butler(R-Md), Sen. Thomas R. Underwood (D-Ky)

**PHILCO PLAYHOUSE NBC 9pm PRETEND I AM A STRANGER - by JACK AISTROP, adapt by DAVID SHAW; WILLIAM PRINCE as a British soldier who believes he is a traitor after telling army secrets under torture; with OLIVE DEERING, HENRY BECKMANN, RICHARD NEWTON, MARY BARCLAY, MARIJANE MARICLE

Plainclothesman DuM 9:30 The Case Of The Tattle-Tale Rain - by Ellis Kadison; Leonard Yorr, Arny Freeman, Henrietta Moore, Dick Shankland

Rocky King DuM 9pm The Tell-Tale Mark - by Sheldon Stark & Wallace Thomson; with Bernard Kates, Anna Minot, Willian Keene, Paul Genge

Trapped WOR 10pm Motive For Murder; with Penny Shepard, Philip Huston, Marlo Dwyer, Bert Conway

MONDAY JULY 23

Arthur Murray NBC 10pm Blackburn Twins, Bunin Puppets, Barbara Ashley

**CAMEO THEATER NBC 8pm OF UNSOUND MIND - by HARRY W. JUNKIN; CLAIRE LUCE as a woman who leaves her war-marked husband - DONALD BRIGGS - for lover PHILIP REED; with SCOTT TENNYSON, TOM GORMAN, JOHN MARRIOT, CAREY LEVERETTE

Footlights & Kleig. NBC 11:45am Denise Darcel

Garry Moore CBS 1:30 Connie Sawyer

H'wood Screen Test ABC 7:30 Frank Albertson, guest; Georgianne Johnson, Grant Sullivan, contestants

Lights Out NBC 9pm Zero Hour - by Ray Bradbury, adapt by George Lefferts with Margaret Hayes, Denise Alexander, John O'Hare, Richard Wigginton, Sandra Ann Wigginton

Song At Twilight NBC 7:30 Buddy Greco is now regularly seen Mon thru Fri

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MONDAY JULY 23(Continued)

Not For Publication DuM 7:45 Unfinished Business - by George Bellak; with Stephen Elliott, Margaret O'Neill, Lou Prentis

Pantomime Quiz(film) CBS 8pm Alan Mowbray, Leif Erikson, Florence Bates, Joan Woodbury

Somerset Maugham NBC 9:30 In Hiding - adapt by Theodore & Mathilde Ferro; with Nina Foch, John Baragrey, Vicki Cummings, Charles Irving, Clark Gordon

Steve Allen CBS 12N Alan Dale, Alex & Galina(acro), Dolly Barr(roller skating), Nancy Evans(S), Bob Howard(M)

Story Theater(film) NBC 10:30 Treasure Of Franchard - adapt from Robert Louis Stevenson; with Alan Reed, Selena Royle, Dan Seymour

Strike It Rich CBS 11:30am John Ericson

TV Toddlers DuM 2pm Abe Burrows, Eloise McElhone, D'Artega

Talent Scouts CBS 8:30 Gloria Elwood(S), Elinor Warren(S), Jack Spear & Mickey Turner(M), The Travelers(vocal quartet)

Voice Of Firestone NBC 8:30 Rise Stevens

**WESTINGHOUSE CBS 10pm TREMOLO - adapt by MEL GOLDBERG from story by ERNEST BORNEMAN; this is the third telecasting of Borneman's dramatic story about a modern mother (HAILA STODDARD) on the verge of insanity; with DICK FORAN, LEONA POWERS, BOBBY NICK, JOHN McGOVERN, PEGGY ALLENBY; directed by JOHN PEYSER

TUESDAY JULY 24

Armstrong Theater NBC 9:30 A Beautiful Friendship - by Ruth Woodman; with Jerome Cowan, Sheila Bromley, Robert Emhardt, Ruth Hammond, James Stephens, Bonnie Baken

Carmel Myers ABC 7:15 Bebe Daniels

Cavalcade Of Bands DuM 9pm Sammy Kaye, Ken Whitmer(M), Gene Baylos(C), Blair & Dean(D)

**DANGER CBS 10pm THE SPARROW COP - by MACKINLAY KANTOR, adapt by HARRY ESSEX; a rookie policeman (JACK LEMMON) seeks revenge for gangsters' maltreatment of brother; with ROBIN MORSE, JACK SCHOLLE, JANET PAUL, NOLA CHILTON

**FIRESIDE THEATER NBC 9pm A JURY OF HER PEERS - by SUSAN GLASPELL, adapt by FREDERIC MANLEY; Miss Glaspell's well-known rustic murder story starring JOHN HOYT as the D.A. and OLIVE BLAKENEY as the thoughtful neighbor; with JEANETTE DOWLING, GLADYS KLARK, FRANK TWEDDELL, FLOYD BUCKLEY; prod & dir by ALBERT McCLEERY

Footlights & Kleig. NBC 11:45am Robert Preston

Mr & Mrs Mystery WOR 8pm The Case of the Pre-Arranged Murder; with Shirley Grayson, James Bender, Clinton Bender

Garry Moore CBS 1:30 Goerge Gobel(C)

ROSS REPORTS

TUESDAY JULY 24(Continued)

Steve Allen CBS 12N Mary Mayo & Kenny Bowers(S), Zoran(magician)
Stork Club CBS 7:45 Roddy MacDowall, Ann Gillis, Lon McCallister, Russell Dennis
Suspense CBS 9:30 Incident At Stoney Light - by Robert Patterson, adapt by Max Ehrlich; with Donald Buka, Russell Hardie, Rusty Lane, Frances Reid, Harry Cook, John Randolph, Joseph Campanella

WEDNESDAY JULY 25

Footlights & Kleig. NBC 11:45am Martha Scott
Garry Moore CBS 1:30 Jan Struther
Kraft Theater NBC 9pm Bright Shadow - by J.B. Priestly, adapt by R. Howard Lindsay; with Richard Aherne, Valerie Cardew, Reynolds Evans, Frederick Worlock, Roderick Walker, John Moore, Anita Bolster
Steve Allen CBS 12N Nancy Evans(S), Burton & Janet(C), Bob Howard(M-S)
Strike It Rich CBS 9pm Phil Regan
Shadow Of A Cloak DuM 9:30 The Man With The Dark Glasses - by Erwin Lewis; with Ernest Borgnine, Joe Leon, William Mendrek, Audra Lindley, Dick Shankland, Rod Colbin
Vanity Fair CBS 2:45 Margo Jones
The Web CBS 9:30 Wolf Cry - by Hugh Pentecost; with Naomi Riordan, Billy Redfield, Howard Freeman, Howard Ledig, Gerald Lee, Lester Sweyd

THURSDAY JULY 26

Big Town CBS 9:30 The Women's Page - by Willard Keefe & Charles Robinson; with Howard Smith & Betty Garde
Crime Photographer CBS 10:30 The Honest Jockey - by Carol Gluck; with Christina White, Leonard Barry, Robert Simon, Joseph Sweeney, Michael Kellin
Footlights & Kleig. NBC 11:45am Ramon Navarro
Ford Festival NBC 9pm Jarmila Novotna, Herb Shriner, Dorothy Jarnac
Garry Moore CBS 1:30 Rolf Passer, mentalist
Not For Publication DuM 7:45 The Medal - by Frank Rosenfeld; with John Campbell, Jack Bittner, Stewart Bradley
Steve Allen CBS 12N Lulu Bates(S), Stormy Berg(midget), Dick Rodgers(M-S)
Stork Club CBS 7:45 Ford Model Agency barbecue party

THURSDAY JULY 26(Continued)

**STARLIGHT THEATER CBS 8pm IN A MILITARY MANNER - by SAM ELKIN; with ALFRED RYDER, JOHN FORSYTHE, HARRY DAVIS, CARMEN COSTI, RON ALEXANDER, PERRY BRUSKIN, TED JACQUES in the first of a series of TV dramas stressing masculine traits of character; prod & dir by MARTIN RITT

T-Men In Action NBC 8:30 The Case Of The Wild, Blue Yonder - by Howard Rodman; with Roland Winters, John C. Becher, Nat Polen, John McGovern, John Boruff, Peggy Allenby

FRIDAY JULY 27

Eloise Salutes DuM 11pm Gregory d'Alessio & Hilda Terry(cartoonists)

Front Page Det.(film) DuM 9:30 Napoleon's Obituary; with Francis Pierlot, Byron Foulger, Ida Moore

Garry Moore CBS 1:30 Georgie Kaye

Hands Of Destiny DuM 9pm The Forbidden Field - by Edgar Marvin; with Brandon Peters, Joan Croyden, Henry Barnard, Sydney Smith, Joe Helgersen

Man Against Crime CBS 8:30 Ernest Truex, Julie Bennett, Kem Dibbs

Steve Allen CBS 10pm Beverly Dennis(C), Ann Hathaway(S), Hillman Bros.(D)

T A L E N T L O C A T O R S E R V I C E July 22, 1951

IN TOWN - POSSIBLE GUEST SHOTS

KAY ARMEN current Riviera - AGT: MCA
GINO BALDI tenor avail TV - AGT: Jules Ziegler
JAMES BARTON Hwd character actor - AGT: Affiliated Artists
JOE E. BROWN - AGT: Baum-Newborn
RICHARD CARLSON from Falmouth in a week - AGT: John Gibbs Agcy
ILKA CHASE from Europe in two weeks - AGT: Affiliated Artists
JEROME COWAN avail prior to Hwd commitmnts Aug 15 - AGT: Cooper Assoc.
WALLY COX - AGT: Gloria Safier
DENISE DARCEL - MGR: Marcel Ventura
CONSTANCE DOWLING - AGT: Frank Cooper
NINA FOCH - AGT: John Gibbs
ANN GILLIS - AGT: Jules Ziegler
TONI HARPER current Paramount - AGT: Gale
GLENN LANGAN - AGT: Jules Ziegler
ROSE MARIE - AGT: Affiliated Artists
ILONA MASSEY - AGT: Affiliated Artists

IN TOWN cont.

JACKIE MILES - PRESS: Charles Dreyfus
CONSTANCE MOORE from coast this week (pending) - AGT: J.Lawrence
DICKIE MOORE former child actor - AGT: Lucille Phillips
CONRAD NAGEL - AGT: Affiliated Artists
JAN PEERCE - AGT: Nat'l Concert Artists
MARGARET PEELAN back from Europe - AGT: MCA
MURIEL RAHN - AGT: Dick Campbell
MARTHA SCOTT - AGT: John Gibbs Agcy
KENT SMITH - AGT: Peter Witt
MORRIS PLOSCOWE author Sex and the Law publ Sept - CON: Jean Haydock, Prentice-Hall
JOHNNY STEWART returned from Hwd, avail TV AGT: Bonnie Alden, Baum-Newborn
THE WEAVERS current Cafe Society - AGT: Oscar Cohen, Assoc Booking
EARL WILSON - AGT: Frank Cooper Assoc.
ROLAND YOUNG - AGT: John Gibbs
FLORIAN ZABACH - AGT: General Artists
VERA ZORINA - AGT: Paul Small Ltd.

Ross Reports

ON TELEVISION PROGRAMMING

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NEWS ED: Robert Cinader
TALENT: Gordon Leigh
FEATURES: David B. Graham

VOL. 3 NO. 6
SUPPLEMENT D

JULY 29-AUG 4, 1951

DIVERSE VIEWS ON PICTURE VALUE

OPTIMUM EQUATION OF SIGHT & SOUND STILL NOT RESOLVED

But Some Object Lessons Provide Convincing Clues

From a major Hollywood producer...an ace sportscaster...and a leading TV commercials firm came diverse opinions on a basic television production problem, last week -- and all three backed up their theories with accomplishments.

The problem: how best to reach an equation for sight and sound that will result in an optimum presentation? No formal question was posed. But mere coincidence of occurrence crystallized the topic in the publisher's mind. On Wednesday he saw the preview of a forthcoming major picture release. On Thursday he went to a ball game; & Friday he screened a new series of film commercials. Each experience demonstrated an individual approach to the formula that makes for good television.

The Hollywood producer taught his lesson on the screen. His name - George Stevens; the subject - "Place In The Sun", the adaptation of Theodore Dreiser's "An American Tragedy". Reaction - a superb directorial job, characterized by a restraint of dialogue in favor of heightened tension almost entirely achieved via the tautest of camerawork, the ultimate of actors playing to one another...silently, with a look with a movement, with expressions that never quite did free themselves into words. George Stevens in this 2 hour feature demonstrates the true meaning of "pictorial"... a gripping demonstration.

As to whether television producers can safely emulate this lesson, all that remains for them is but to try. A number have done so already. Rest assured that some of the triteness can best be filtered from dialogue when some of the dialogue is removed. This lesson from George Stevens is hardly pointed up by way of indictment; rather, its keynote is encouragement. Question: what is one picture worth?

Of course, the commercials planner cannot afford to be so extravagantly wordless. Still and all, while watching the hard-selling Jam Handy film spots produced for Post's Grape-Nuts Flakes, the observer could not but help appreciate the lack of busyness that has characterized some ambitious commercials techniques of the past few years. There was none of that 50 seconds worth of "sell" in a 60 second spot; nor was it so clogged with complex animation that no room was left for a message. Rather, what appeared was a blend of forceful - not desperate - "sell" with a novel - yet not crowded - animation sequence, which was convincing by its very straightforwardness. Incidentally, this new Grape-Nuts series characterizes an apparent trend by advertisers that of finding a novel animated or live sequence & adhering to it, at least throughout a campaign, while editing individual sales messages around that sequence.

- continued on Pg 2 -

THE UNIVERSITY OF CHICAGO

OFFICE OF THE DEAN

101-102-103

From a major national program... and a major...
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ACE SPORTSCASTER - MEL ALLEN - BUILDS EXCITEMENT WITH WORDS

Loquacious Mel Allen, who telecasts the NY Yankee ballgames for Ballantine over WABD, has still another approach to the sight and sound equation.

It's a twofold formula. "I use words to build excitement, taking my cues from the crowd at the ball park", explains the friendly, enthusiastic sportscaster. "I also use words to take the viewer to that action which the camera cannot possibly cover".

In illustration of the first point, Mel opines that the tele-fan relaxing at home, minus the excitement generated by any crowd, feels cheated of the drama if not linked - through the sportscaster - with those on the scene. There are those who disagree with this theory, and yet informal surveys by Allen and others have discovered that when sports events are simulcast on TV & radio, no small number of the audience will tune out the TV sound in favor of a TV picture plus AM commentary ---IF the telecaster is too sparing with his words.

In illustrating his 2nd point, Mel explains that those sports in which the action is more concentrated - such as boxing and wrestling - can leave the tele-fan pretty much to himself.....because the viewer can follow all the action through the eyes of the camera. It is particularly in the sports like baseball and football, where even five cameras cannot fully follow all the action, that the telecaster must take up the slack between the small scope of the camera and the largeness of the playing field. Sportscasters who do not explain with words what is happening at third base while at the same time the camera is showing a man being put out at first are not doing the job that tele-fans should expect, according to Allen.

While the pace of the TV sportscaster is measureably slower than that of his AM counterpart, since he can allow the camera to tell part of the story, Allen - who does a simulcast - finds that talking over the action pictured on the TV screen with a modest speaking pace bolstered by interest in his voice is the perfect solution for both media. At any rate, Yankee fans seem not only to like him...they idolize him.

BALLANTINE'S YANKEE COVERAGE IS INTERESTING IN MANY WAYS

After three years of covering the NY Yankee ball games, J. Walter Thompson, the Ballantine Agency, and WABD, the DuMont outlet carrying the games, have their own TV formula nicely worked out. Faced with a slightly different telecasting problem in that the games are simulcast - with Ballantine splitting the AM coverage with another JWT account - White Owl cigars, the agency has worked out an ingenious, if complex technique of presenting the sponsor's story.

On days when Ballantine is sponsoring both the TV and the AM coverage, Mel Allen & Art Gleeson do the TV play-by-play & the local WINS radio simulcast. In the meantime, Dizzy Dean and Bill Crowley are broadcasting to the Home of Champions radio network of the Yankees. Since all the Ballantine TV commercials are either their prize-winning film jingles or the familiar three rings superimposed over the playing field, Art Gleeson is able to cue the film on a special mike, while Mel Allen goes into his radio pitch(after his TV mike has been cut off on cue).

On days when White Owl is the radio sponsor, Dean & Crowley handle the TV coverage for Ballantine, while Allen & Gleeson do both the WINS & Home of Champions network coverage. This is even more complicated by the fact that at commercial time, White Owl pitches are made only to the WINS audience, with the rest of the Home of Champions radio stations cutting away for local sponsors.

How director Harry Coyle of DuMont, assistant director, Jim Saunders, engineer Al Werner, JWT coordinators Norm Varnay & Bob Kronenberg & the others have accomplished all this without a single mistake thus far is no less than amazing.

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THE UNIVERSITY OF CHICAGO - LIBRARY

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- Sun(29) - CBS(Ch2) -- 6-6:30pm; CHANGE; People's Platform; from WTOP-TV Wash, DC to the net; changes to this time from one-half hour later same day; Producer - Lewis Shollen erger; Director - Larry Beckman; Senator Homer Ferguson (R., Mich.) and Senator Paul Douglas (D., Ill.) will debate the question "Should We Enter Military Alliance With Spain?"; Stuart Novins is chairman; program is a CBS public service.
- 6:30-7pm; RETURN; Star of the Family; from WCBS-TV to the net; Sponsor - Ronson Art Metal Works, Inc., for Ronson Lighters; Agency - Grey; Pkgr - MCA; Prod-Dir - Norman Frank; Scripts - Adrian Spies; Music Dir - Carl Hoff; Anncr - Frank Waldecker; Peter Lind Hayes and Mary Healy star as host & hostess in spot formerly held by Morton Downey; comedy-variety format, with Hayes & Healy interviewing relatives of important entertainment world personalities; family stars then perform with host & hostess joining in comedy & singing; Guests on first program are former Met coloratura Mimi Benzell, comedian Red Buttons and Beatrice Kraft, dancer.
- DuM(Ch5) -- 12:30-1pm; RETURN; Flying Tigers; from WABD to net; show returns after two month hiatus, formerly seen Saturdays 6:30-7pm; Sponsor - Walter H. Johnson Candy Co. for Powerhouse Candy; Agency - Franklin Bruck; Pkgr - Brock Video Prod'ns; Prod-Film Ed-Casting - Gen Genovese (of original Flying Tigers); Director - Steve Previn; Permanent cast: Ed Peck, Bern Hoffman, Harry Kingston
- NBC(Ch4) -- 4:30-5:30pm; HIGHLIGHT; Basic American Principles; from WBZ Boston to net; Senator Robert A. Taft (R., Ohio) will address the annual clambake and outing at Plymouth Rock of the Plymouth County Republican Club; other speakers will be Rep. Joseph Martin (R., Mass), Basil Brewer, publisher of the New Bedford (Mass.) Standard Times, and Robert F. Bradford, former governor of Massachusetts, who is a direct descendant of the first governor of the commonwealth; sustaining.
- Wed(1) - NBC(Ch4) -- 8-9pm; DEBUT; Heritage; from WNBW Wash DC to the net; Seven week summer replacement for "Four Star Revue"; a program of music & art from National Gallery of Art in Washington, D.C.; Richard Bales conducts 30-piece National Gallery orch; first intermission John Walker, chief curator of museum will discuss & exhibit paintings, second intermission Rose d'Amore, musician, will interview American composers; Producer - Ralph Burgin; Director - Joseph Browne; Frank Blair will be host, first composer interviewed will be John Ward; sustaining.
- Fri(3) - ABC(Ch7) -- 7:30-8pm; RETURN; Say It With Acting; from WJZ-TV to the net; returns after three-month hiatus, formerly on NBC; Sponsor - Brown Shoe Co. (Naturalizer Shoe Div); Agcy - Leo Burnett, Chi; Prod - Wayne Wirth; Dir - Robert McCahon; Maggi McNellis & Bud Collyer, MCs for game of charades featuring casts from current Broadway shows as opponents; winning team returns on following week.

THIS WEEK(Continued)

Fri(3) - ABC(Ch7) -- 8-8:30pm; DEBUT; The Ad Libbers; from WCBS-TV to the net as 5 week summer replacement for "Mama"; Sponsor - General Foods (Maxwell House Coffee); Agency - Benton & Bowles; Producer - Persons Prod'ns in assn with Joseph I. Sonnenreich (thru Wm. Morris); Peter Donald hosts comedy show on which actors will ad lib 3 or 4 original sketches given brief outline by Donald in a commedia dell'arte style; Cast includes Charles Mendick, Patricia Hosley, Joe Silvers, Jack Lemmon, Cynthia Stone and Earl Hammond.

9:30-10pm; DEBUT; Tales of Tomorrow; from WJZ-TV to the net; new science-fiction suspense drama series; Sponsor - Jacques Kreisler; Agency - Hirshon-Garfield; Pkgr - Foley & Gordon; Producer - Mort Abrahams; Director - Len Valenta (first 3 shows; Frank Schaffner (permanent).

LAST WEEK'S CHANGES(Network only)

ABC - What's On Your Mind - Tue 8-8:30pm WJZ-TV to the net; made debut July 24; Isabelle Leighton, member of the Board of Trustees of the Menninger Foundation & author of "The Aspirin Age" MCs program dealing with problems of psychiatry; one guest psychiatrist & two laymen will appear weekly; also an accredited film illustrating phases of the topic of mental health; Director - Seymour Robbie; sustaining.

CBS - It's Up To You - Sat 6-6:30pm; WCBS-TV to the net; program moved to this time on July 28 from half-hour later same day; Producer - William Workman; Director - Paul Nickell; Scripts - Draper Lewis & others; sustaining.

NBC - The Art Ford Show - Sat 7:30-8pm WNBT to the net; musical quiz program made debut July 28 as summer replacement for "One Man's Family" which returns on September 22; Producer - Ray Buffum; Director - Jac Hein, Jr; Art Ford, MC & changing panel of disc-jockeys, vocalists & instrumental group; sustaining.

FUTURES(Network only)

Aug 11 - CBS -- Smilin' Ed McConnell and His Buster Brown Gang; Sat 11:30am-12noon (on film) WCBS-TV to the net; Sponsor - Brown Shoe Co.; Agency - Leo Burnett, Chi; Producer - Frank Ferrin, H'wood; Smilin' Ed with his animal pets & assistants in TV film version of his radio program which has been on the air almost 30 years.

The Patricia Bowman Show; Sat 6:45-7pm WCBS-TV to the net; Sponsor Burkart Mfg Co; Agency - Winius-Brandon, St Louis; Producer - Dick Lewine, World Video; Director - Herbert Hirschman CBS; Patricia Bowman will be MC and leading dancer in program featuring all aspects of dance; other regular talent includes Norman Paris Trio, Paul Shelley, pianist, and the Jack Brown Singers.

Sept 4 - CBS -- Gangbusters; Tue 9:00-9:30pm; WCBS-TV to the net; Sponsor - Schick Incorporated for Schick Electric Razors; Agency - Kudner; Producer - Phillips H. Lord Prod'ns in assn with Jerry Danzig for CBS; weekly version of popular radio dramatic series; Rudolph Halley, former chief counsel for the Senate Crime Investigating Committee, has been signed as narrator.

Sept 29 - CBS -- Football; Sat; to the net(COLOR) from various stations; 9 top games through November 24.

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A very detailed analysis of the program is available in the report of the Committee on the Program, dated July 1950. The Committee's report is available in the report of the Committee on the Program, dated July 1950. The Committee's report is available in the report of the Committee on the Program, dated July 1950.

THE ACTIVITY

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FILM SALES & RENEWALS

MARCH OF TIME(NY) - has sold its half-hour TV film series "Crusade In The Pacific" to ABC for their 5 owned & operated stations. Series, which will debut the first week in Sept has also been sold in 20 other markets. Producer - Arthur Tourtillot MOT; Film Editor - Jack Bush MOT; Writer - Fred Feldkamp MOT; Commentary - Westbrook Van Voorhis; series is planned for 26 weeks.

P&G PROD'NS(LA) - begins production about Aug 11 on the first six films for the fall "Fireside Theater" series. Program returns to NBC-TV Aug 28 for Procter & Gamble(for Duz, Ivory, Crisco) thru Compton; (Hwood Reporter).

WILLIAMS PROD'NS(LA) - WABD has picked up the 2nd run option on 26 British feature films. The films, all of which were made between 1944-1949 started their first run on WABD last April. Rene Williams is also releasing 5 of his TV films for theater distribution; (Variety).

CONSOLIDATED TV PROD'NS(LA) - has sold "The Buster Keaton Show" to the American Vitamin Assn(for Thyavals & Orvita) for a 13 week run in Columbus, Detroit, Dayton, Cleveland, Cincinnati. Ad Agency is The Counselors(LA).

SHOWCASE PROD'NS(LA) - Hal Roach Jr's production unit is going into production with 26 more films in the "Racket Squad" series following a renewal by Philip Morris(thru Biow). Series stars Reed Hadley. Producer - Carrol Case.

ROLAND REED PROD'NS(LA) - started first of six new films in the "Beulah Show" series on July 26. Producer - Roland Reed; Director - Richard Bare; Cameraman - Walter Streng. Hattie McDaniels debuts in the title role in place of Ethel Waters. Cast also includes Ruby Dandridge, David Bruce, Jane Frazee, Ernest Whitman. Show is currently seen over the ABC net sponsored by P&G(for Dreft & Oxydol) thru Dancer-Fitzgerald & Sample.

COMMERCIALS PRODUCTION

(FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; DR - Direct Recording; VO - Voice Over; LS - Lip Synch; M - Music)

Jerry Fairbanks(NYC) - 10 (60"&20") are being completed for Falstaff Beer thru Dancer-FitzG-Sample for Regional Spot TV; LA & SA with VO; series feature beer drinking scenes.

3 (60") are being completed for US Royal Tires thru Fletcher D. Richards for Nat'l Spot TV; LA & SM with DR & VO; demonstrations.

4 (90") just completed for Drugstore TV Prods thru Product Adv for use on the "Cavalcade of Stars" show; films feature Jackie Gleason on vacation; LA & FA with DR, VO & M.

Jam Handy(NYC) - 8 (60"&20") being completed for G.E.(for their home appliances) thru Y&R for Nat'l Spot TV; LA & FA with DR, VO & M.

3 (60") just completed for Grapenuts & Grapenuts Flakes thru Y&R; LA, SM & FA with DR, VO & M.

Walter Klee(NYC) - 6 (60"&20") in production for Sept delivery for A. Goodman & Sons (for their Noodles, Macaroni & Soup) thru Al Paul Lefton; LA & FA with VO & M; series features jingle & dancing trademark.

Regency Prod'ns(NYC) - 7 (60"&20") have been completed for J.C. Penney Stores thru Roy S. Durstine; LA with LS; shirts, blankets, shoes are featured.

Screen Gems(NYC) - 8 (1-2½ min.) just completed for use on the "Budweiser Summer Theater" thru D'Arcy; LA with DR; films feature Nelson Case & Ken Murray plugging the beer & the "Ken Murray Show".

PROGRAM	NET TIME	Guests
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY JULY 27

<u>Cavalcade of Stars</u>	DuM 10pm	Larry Storch, Mary Mayo(S), William Warfield, Andre, Andree & Bonnie(D)
<u>The Clock</u>	NBC 8:30	<u>Last Adventure</u> - by Thomas W. Phipps, adapt by Phipps & Robert W. Shackleton; with Alan Marshall, Susan Shaw, William Crane, Robert Emhardt, Robert Christopher
<u>Door With No Name</u>	NBC 9pm	Paul Genge, Peter Capell, Sandu Scott

SATURDAY JULY 28

<u>**ART FORD</u>	NBC 7:30	EILEEN BARTON, first guest on this new show
<u>Assignment: Manhunt</u>	NBC 10:30	<u>The Pipes Are Calling</u> - by Dan Sontup, adapt by David Swift; with George Smith, Laurel Shelby, Jeff Morrow, Salem Ludwig, Pat Malone, Georgia Harvey, Ben Hammer, Rod Steiger
<u>**BEAT THE CLOCK</u>	CBS 7:30	BILL HART subs for Bud Collyer for three weeks
<u>Big Top</u>	CBS 12N	Jacques Gordon(unicyclist-juggler), Bronelle(high wire), Helen Haag & Trained Chimpanzees
<u>**FAITH BALDWIN</u>	ABC 12:30	<u>CARELESS LOVE</u> - adapt by BETTY LORING; a young writer (ROBERT STERLING) sacrifices his wife (PATRICIA WHEEL) and artistic integrity for the sake of an illicit love (BROOKE BYRON)
<u>Faye Emerson</u>	CBS 9pm	<u>Salute to Cleveland</u> ; with Donald Curtis, Art Tatum, Frankie Yankovic(Polka King), Hal Glickman(C), John Capko & Lillian Scheff(D)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Abbott & Wells(D), George Hopkins(C), Paul Knowles(S); <u>Buyers</u> : Millard B. Irwin(Erie Centen.), Lester Gruber(London Chop House, Detroit), Henry Weber(Chicago Theater of the Air)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Joan Edwards, Don Cornell; <u>Panel</u> : Johnny Mercer, Phil Silvers

SUNDAY JULY 29

<u>Celebrity Time</u>	CBS 10pm	Valerie Bettis, Harold Lang
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NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet... Look for programs that are prefaced with two stars (**). They represent - in our opinion - programs which this week are presenting productions and/or talent of special interest.

SUNDAY JULY 29(Continued)

Author Meets Critics NBC 11pm Would You Call This Murder? - book about professional boxing by Harvey L. Miller; President of Magazine Institute of America Robert Smith on the affirmative, Barney Ross defends

Ted Mack ABC 5pm George Ritner(tenor), winner Original Amateur Hour contest; Ray Malone(D), Betty Ann Grove(S), Jean Steel(S), Bobby Zottola(M)

G.E. Guest House CBS 9pm Performers: Franchot Tone, Cloris Leachman, Melville Cooper, Ginny Simms, Ogden Nash; Panel: Earl Wilson, Billy Gaxton, Paula Stone

Go Lucky CBS 7:30 Eva Gabor, Skitch Henderson

Goodyear Revue ABC 7pm Marilyn Day(S)

Leave It...Girls NBC 7pm Russell Nype, Binnie Barnes, Harriet Van Horne, Coleen Gray, Eloise McElhone

Nose For News WOR 7:45 Charles Carson & his dog Shaggy Bill

**PHILCO PLAYHOUSE NBC 9pm TELEVISION STORY - by THOMAS W. PHIPPS, adapt by Phipps & ROBERT W. SHACKLETON; TV backstage drama of young actress-wife(GABY RODGERS) who persuades husband(SIDNEY BLACKMER) into believing they can become the Lunts of TV; with WALTER BROOKE, SUZANNE KAAREN, MICHAEL KEITH, HENRY HART, DAVID WHITE; prod by FRED COE, dir by IRA SKUTCH

People's Platform CBS 6pm Sen Eomer Ferguson(R-Mich); Sen Paul Douglas(D-Ill)

Plainclothesman DuM 9:30 Murder In The Fun House - by Bert Brazier; with John Shay, William Mendrek, Carol Ohmart, Will Hare, Leon Askin

Rocky King DuM 9pm Swing Low, Sweet Life - by Clinton Spooner & Ruth L. Baer; with Stephen Elliott, Anna Karen, Robert Middleton, Neal Hynes

Trapped WOR 10pm The Info Kid; Jack Bittner, Virginia Vincent, Robert Carricart

Star Of The Family CBS 6:30 Mimi Benzell, Red Buttons, Beatrice Kraft

MONDAY JULY 30

Arthur Murray NBC 10pm Orson Bean(C), David Street & Mary Beth Hughes, Zola Mae Shaulis

Cameo Theater NBC 8pm The Third Time - by Harry W. Junkin; with Ilona Massey, Dan Morgan, Larry Kerr, Sanford Gold, Phil Sterling, Roger De Koven, Lynn Merrill, James Van Dyk, Rita Shaw, Bob Bolger

Footlights & Kleig. NBC 11:45am Paul Stewart

Voice Of Firestone NBC 8:30 Thomas L. Thomas

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MONDAY JULY 30(Continued)

Garry Moore CBS 1:30 Durward Kirby subs for Moore this week; Milbourne Christopher(magician), Cliff Norton(C)

H'wood Screen Test ABC 7:30 Donald Curtis, guest; Florine Seres, James Broderick

**LIGHTS OUT NBC 9pm THE FINGERS - by VINCENT McCONNOR; a fingerless musician places a death curse on his violin, which is deliberately passed on to DONALD BUKA; with SUSAN DOUGLAS, MARTIN GABEL, SOMER ALBERG, HENRY SHARPE, FLOYD ENNIS, JOHN RALL, ADE ZIGODA

Not For Publication DuM 7:45 The Cop - by David Ewol; with Philip Carlyle, Jane Hoffman, Will Scholz

Pantomime Quiz(film) CBS 8pm Sonny Tufts, Andrea King, Pamela Britton, Gig Young

Somerset Maugham NBC 9:30 The Ardent Bigamist - adapt by Russell Beggs; with Romney Brent, Hollis Irving, Clark Gordon, Sanford Seegar, Milton Lyon, Mary Torcai, Nora Dunfee, Alice Childers, Marge Stevenson, Paula Tanney, Kathleen Phelan, Tony Carr, Bobby Bruman

Steve Allen CBS 12N Marian Colby(S), Margo Wade(D), The Asia Boys(D), Don Cornell(S)

Talent Scouts CBS 8:30 Herb Shriner subs for Godfrey for eight weeks as of this date; Victor Tatozzi(basso), Tibor Epstein (violinist), Marilyn Breno(soprano)

**TEX AND JINX NBC 6:30 ANN CROWLEY greets Tex & Jinx on their first show since their European tour

TV Recital Hall NBC 8:30 Whittemore & Lowe(duo-pianists)

United-Or Not ABC 9pm Ambassador Warren R. Austin

**WESTINGHOUSE CBS 10pm AT MRS. BEAM'S - by C.K. MONRO, adapt by CHARLES MONROE; one of the strongest casts ever assembled for a TV drama will be seen on this program today; in the story which mixes high comedy with murder are CLAUDE DAUPHIN, EVA GABOR, JEAN ADAIR, UNA O'CONNOR, ENID MARKEY, JOAN STANLEY, JOYCE LINDEN, BETTY SINCLAIR, RUDOLPH WATSON, MICHAEL McALONEY, GWILYN WILLIAMS; prod by MONTGOMERY FORD, dir by WALTER HART

TUESDAY JULY 31

**ARMSTRONG THTR NBC 9:30 MOUNTAIN SONG - by ELIZABETH HUME; JAMES LIPTON as a mountain singer, MARCIA HENDERSON as his girl friend & FRANCES ROBINSON who tries to lure Lipton & his music to the city; with FRANK TWEDDELL, WYRLEY BIRCH, WILLIAM FREE, RICHARD SHANKLAND; prod by HUDSON FAUSSETT, dir by TED POST

Carmel Myers ABC 7:15 Johnny Mercer

Cavalcade Of Bands DuM 9pm Cab Calloway, Jonah Jones, Milton Hinton & The Cabaliers, "Tables" Davis, Tip, Tap & Toe

Footlights & Kleig. NBC 11:45am Valerie Bettis

TUESDAY JULY 31(Continued)

Danger CBS 10pm Death Gamble - by A. Pushkin, adapt by Paul Alter; with Alfred Ryder, Frieda Altman, Henry Jones, Daniel Reed, Porter Van Zandt, Chris Gampel, Klock Ryder, Victor Thorley, Harrison Dowd, Tom Gorman, Jerry Ansbacker

Fireside Theater NBC 9pm Deliver Us From Evil - by David Swift; with Robert Clozier, Franklin Fox, Jason Johnson, Ben Cooper, Arthur Hunt, Rosamond Vance, Harold Grau, Arthur Tell, Roger Pitkin, Reno Pisani

Garry Moore CBS 1:30 The Shooting Mansfields, Sally Benson

Meet The Press NBC 8pm Guest: Francis P. Matthews, retiring Secty of Navy; Panel: Seaghan Maynes(Reuters), Ned Brooks(NBC), James Bell(Associated Press), William S. White(Times)

Mr & Mrs Mystery WOR 8pm The Case Of The Airline Adventure; with Somer Alberg, Vilma Kurer, Charles Mayer

Steve Allen CBS 12N Roddy McDowall, Delora Buena(S), Marsh & Shur(C), Mimi Walters(S-D)

Stork Club CBS 7:45 Edward Arnold, Fifi Dorsay

Suspense CBS 9:30 A Vision Of Death - by Jerry Hausner & Walter Newman, adapt by Gail & Harry Ingram; with Henry Hull, Jerome Cowan, Ann Marno, John Kane

WEDNESDAY AUGUST 1

Footlights & Kleig. NBC 11:45am Jackie Cooper

Garry Moore CBS 1:30 Peter Donald

**KRAFT THEATER NBC 9pm HILDA McKAY - by VINCENT McCONNOR & HUGH KEMP, adapt from IBSEN'S HEDDA GABLER, with POLLY ROWLES as "Hilda"; with JOHN BARAGREY, WENDY DREW, ROBERT PASTENE

Shadow Of Cloak DuM 9:30 Ralph Camargo, Robert Breton, Betty Low, Allan Manson, George Cotten

Steve Allen CBS 12N Felix Knight, Dorothy Louden(S), The 3 Rockets(D), Roberta & Alicia(D)

The Web CBS 9:30 According To Regulations - by Walter C. Brown, adapt by Max Ehrlich; with Harry Landers, John Shellie, Joanna Douglas, Peter Auramo, Ed Binns, Lou Polan, Rusty Lane

THURSDAY AUGUST 2

**BIG TOWN CBS 9:30 THE TURNING POINT - by JOSEPH RUSCOLL & CHARLES ROBINSON; big-time gangster RICHARD KILEY tries to keep son LEO PENN from gangster life; with OLIVE DEERING, ROBERT LIEB; prod by CHARLES ROBINSON, dir by DAVID RICH

Crime Photographer CBS 10:30 Sandhog Story - by Alvin Sapinsley; with Frank Tweddell, David Clarke, Natalie Priest, Virginia Downing Salem Ludwig, Michael Gazzo

THURSDAY AUGUST 2(Continued)

Footlights & Kleig. NBC 11:45am Phil Regan

Ford Festival NBC 9pm Xavier Cugat, Abbe Lane, Clark Brothers(D), Carl Ballantine(magician)

Garry Moore CBS 1:30 Dorothy Jarnac, Phil Foster

Racket Squad(film) CBS 10pm The Case Of Just A Little Larceny - by Oliver Crawford; Frank Faylen, Joan Blair, Deane Fawntelle, Chester Clute

Steve Allen CBS 12N Andy Roberts(S), Koko the Great(chimpanzee), Maxie & Millie(M), O'Toole & Charley(acro)

Stork Club CBS 7:45 Peter Lind Hayes & Mary Healy

T-Men In Action NBC 8:30 The Case Of The Boston Bachelor - by Abe Ginnes; with James Van Dyk, James Bender, Charles Mendick, Harry Davis, Phoebe Brand, Hal Alexander

FRIDAY AUGUST 3

Footlights & Kleig. NBC 11:45am Dolores Gray

Front Page Det.(film)DuM 9:30 The Intruder; with Peter Mamakos, Joseph Granby

Garry Moore CBS 1:30 Alan Carney

Hands Of Destiny DuM 9pm The Waterfront; with Alfred de Leo, Robert Emhardt, Marian Seldes, Nat Pclan, Joe Downing, Bernard Kates

Kathi Norris NBC 1pm Carl Caruso & Wilbur Stark sub for Miss Norris today thru Aug 17

**MAN AGAINST CRIME CBS 8:30 E.G. MARSHALL & PHILIP HUSTON in a fencing match for the attentions of NEVA PATTERSON; with MAURICE MANSON

Say It With Acting ABC 7:30 Guys & Dolls versus The Rose Tattoo

Steve Allen CBS 12N Kitty Carlisle, George Moore(juggler), Lenny Herman

You Asked For It DuM 8:30 Bert Fischer & his Flea Circus, Captain Winston & Diving Seals, Tom Matthews & his Stanley Steamer, Thurston Knudson(ethnologist), Henry Heard(D)

**THE CLOCK NBC 8:30 DREAM BEACH - by VINCENT McCONNOR; the first joint TV appearance of MR. & MRS. JACKIE COOPER (Hildy Parks); complete cast to be announced

Cavalcade Of Stars DuM 10pm Larry Storch continues as Jackie Gleason's sub; with Anne Shelton(S), The Evelyn Tyner Trio(M)

BOUNDARY CROSSING (Continued)

<u>POSITIONS & STATIONS</u>	<u>TIME</u>	<u>REMARKS</u>
<u>Point A</u>	08:30	Point A, 1000 ft. above sea level.
<u>Point B</u>	09:00	Point B, 1200 ft. above sea level.
<u>Point C</u>	09:30	Point C, 1400 ft. above sea level.
<u>Point D</u>	10:00	Point D, 1600 ft. above sea level.
<u>Point E</u>	10:30	Point E, 1800 ft. above sea level.

BOUNDARY CROSSING

<u>POSITIONS & STATIONS</u>	<u>TIME</u>	<u>REMARKS</u>
<u>Point F</u>	11:00	Point F, 2000 ft. above sea level.
<u>Point G</u>	11:30	Point G, 2200 ft. above sea level.
<u>Point H</u>	12:00	Point H, 2400 ft. above sea level.
<u>Point I</u>	12:30	Point I, 2600 ft. above sea level.
<u>Point J</u>	13:00	Point J, 2800 ft. above sea level.
<u>Point K</u>	13:30	Point K, 3000 ft. above sea level.
<u>Point L</u>	14:00	Point L, 3200 ft. above sea level.
<u>Point M</u>	14:30	Point M, 3400 ft. above sea level.
<u>Point N</u>	15:00	Point N, 3600 ft. above sea level.
<u>Point O</u>	15:30	Point O, 3800 ft. above sea level.
<u>Point P</u>	16:00	Point P, 4000 ft. above sea level.

IN TOWN - POSSIBLE GUEST SHOTS

DOROTHY ADAMS Hwd character actress -
AGT: Jack Lawrence JU 2-3885

ED BEGLEY legit-film actor - CON: Martin
Begley, NBC CI 7-8300

MIMI BENZELL - MGR: Jack Bertell PL 9-5260

BARBARA BRITTON from Dennis, Mass. in wk -
PRESS: Charles Dreyfus
PL 3-6971

LAWRENCE BROOKS baritone from coast late
Aug - AGT: Bonnie Alden,
Baum-Newborn BR 9-6377

PROFESSIONAL BASEBALL PLAYERS (EDDIE
LOPAT, JOHN MIZE, GIL HODGES, etc.)
avail radio, TV, endorsements - MGR:
Frank Scott JU 6-3990

JACK CARSON - AGT: MCA PL 9-7500

JUNE CHRISTY in NYC in 2 wks - AGT:
General Artists CI 7-7550

MELVILLE COOPER - AGT: Jack Lawrence
JU 2-3885

JOHN DALL will be in NYC mid-Aug - AGT:
Peter Witt PL 9-7966

HAZEL DAWN JR. legit-TV ingenue - AGT:
Lucille Phillips CI 7-3264

SANDRA DEEL from Lambertville Aug 14 -
AGT: Bonnie Alden BR 9-6377

YVONNE DE CARLO not expected NYC until
Sept - AGT: Peter Witt

TENNESSEE ERNIE from coast in wk - AGT:
General Artists CI 7-7550

WILBUR EVANS & SUSANNA FOSTER avail TV -
AGT: Milt Goldman, Paul Small Ltd.
MU 7-0606

WILLIAM EYTHE current "Lend An Ear" - AGT:
Milt Goldman MU 7-0606

DOUGLAS FAIRBANKS JR. - AGT: Martin
Goodman JU 6-1180

KORT FALKENBERG legit-TV actor - AGT:
Marjorie Benchley, Hartford
Agcy PL 3-6500

IRVING FIELDS TRIO musicians - PRESS:
Buddy Basch MU 7-8351

LEO FUCHS Yiddish comic avail TV - AGT:
Jules Ziegler MU 2-2080

BETTY GARDE legit-film actress avail TV -
AGT: Barna Ostertag PL 7-4250

HERMIONE GINGOLD British comedienne - CON:
Arnold Weissberger PL 8-0800

IN TOWN cont.

CARY GRANT in NYC for short stay - AGT:
MCA PL 9-7500

COLEEN GREY back from coast, avail TV -
AGT: Paul Radin, Jaffe Agcy
PL 9-6693

EILEEN HECKART legit-TV actress - AGT:
Dorothy Gabriel EL 5-1076

JILL KRAFT legit-film ingenue - AGT: Barna
Ostertag PL 7-4250

GENE KRUPA - AGT: MCA PL 9-7500

FRANCES LANGFORD - AGT: William Morris
JU 6-5100

MONICA LEWIS in from coast - AGT: MCA

KAREN LINDGREN returned from Saratoga,
avail TV - AGT: Jack Lawrence

JEANETTE MACDONALD - MGR: James Davidson
CI 7-4737

MARY MARLO current "Oklahoma!" avail TV -
AGT: Al Grossman CI 5-8422

TONY MARTIN from coast enroute to Eng
early-Aug - PRESS: Buddy Basch

ILONA MASSEY - AGT: Lee Wallace, Robt
Mayberry - Affiliated Artists
PL 3-1862

ROBERT MAXWELL swing harpist now booked
thru Genral Artists (Art
Weeds) CI 7-7550

MILLS BROTHERS from Washington late-Aug -
AGT: General Artists

CONSTANCE MOORE from coast this week -
AGT: Jack Lawrence JU 2-3885

PATTI PAGE - AGT: General Artists

JACK PALANCE returned from Florida, no TV
AGT: William Morris JU 6-5100

TAYLOR PETERSON film actor avail TV - AGT:
Jules Ziegler MU 2-2080

BETTINA ROSAY ballerina current Music Hall
AGT: Al Grossman CI 5-8422

GINNY SIMMS - AGT: MCA PL 9-7500

HOWARD SMITH legit-TV actor - AGT: Lucille
Phillips CI 7-3264

ALEXIS SMITH now handled by Lucy Kroll
Agcy PL 7-4250

ROBERT STERLING - AGT: Howard Hoyt
LA 4-0089

FRANCHOT TONE - MGR: Jean Dalrymple
MU 8-3847

(Continued next column)

STATE OF TEXAS
COMMISSIONERS OF THE GENERAL LAND OFFICE
REPORT OF TRAVEL EXPENSES
FOR THE YEAR 1950

NAME OF TRAVELER - [Name]
DATE OF TRIP - [Date]
TO WHAT PLACE - [Location]
REASON FOR TRIP - [Purpose]

DATE - [Date]
TO - [Location]
FROM - [Location]
BY - [Mode of transport]

CLASS OF SERVICE - [Class]
FARE - [Amount]
TAXES - [Amount]
TOTAL - [Amount]

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APPROVED - [Signature]
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Ross Reports

RECEIVED

AUG 3 1951

NBC

ON TELEVISION PROGRAMMING

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NEWS ED: Robert A. Cinader
TALENT: Gordon Leigh
FEATURES: David B. Graham

VOL. 3 NO. 6
SUPPLEMENT E

AUGUST 5-11, 1951

- NETWORK ACTIVITY -

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sat(11) - CBS(Ch2) -- 11:30am-12noon; RETURN; Smilin' Ed McConnell and His Buster Brown Gang; from WCBS-TV(on film) to the net; Sponsor - Brown Shoe Co; Agency - Leo Burnett, Chi; Producer - Frank Ferrin, H'wood; Smilin' Ed McConnell with his animal pets & assistants in TV version of radio series on the air almost 30 years; last show was May 19, 1951 on NBC-TV.

6:45-7pm; DEBUT; The Patricia Bowman Show; from WCBS-TV to the net; Sponsor - Burkart Mfg Co; Agency - Winus-Brandon, St. Louis; Producer - Richard Lewine, World Video; Director - Herb Hirschman CBS; Patricia Bowman, MC and leading dancer in a new program featuring all aspects of dance; regular cast includes Norman Paris Trio, Paul Shelley, pianist, & Jack Brown Singers

LAST WEEK'S CHANGES(Network only)

CBS - Steve Allen Show - Mon thru Fri 12-1:30pm; WCBS-TV to the net; show picks up sponsor for Tue & Thu 1:15-1:30pm segments; Sponsor - P&G(for Ivory Flakes); Agcy - Compton; Prod-Casting - Al Span CBS; Director - Fred Kelly CBS; show, usually on 12noon-1pm, added extra half-hour for approximately six weeks.

FUTURES(Network Only)

Sept 30 - NBC -- Interdenominational Religious Series; Sun 1-1:30pm; various stations to net; New religious program emphasizing sermons and religious music with prominent clergymen representing major faith groups will participate from places of worship and TV studios; out of every six programs, three will be Protestant, two Catholic and one Jewish, approximately in proportion to the numerical strength of the various faiths in the US; Sustaining.

Oct 5 - ABC -- Mystery Theater; Fri 8-8:30pm; on film from WJZ-TV to 19 inter-connected stations plus KECA-TV H'wood & KGO-TV San Francisco; Sponsor - Sterling Drug (Bayer Aspirin, Phillips Milk of Magnesia, Phillips Milk of Magnesia Tooth Paste, Mollie Shaving Cream); Agency - Dancer-Fitzgerald-Sample; A 52 week video version of radio series, filmed especially for this program.

CBS -- Schlitz Playhouse of Stars; Fri 9-10pm; from WCBS-TV to the net; new dramatic series replacing "Pulitzer Playhouse"; Sponsor - Schlitz; Agency - Young & Rucicam; Superv - Joseph A. Moran Y&R; Exec Prod - Felix Jackson; Prod-Dir - Frank Telford will alternate with 2 others

GENERAL INFORMATION

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PACKAGES AVAILABLE & PLANNED

OLIO VIDEO(NY) - Harvey Cort & Milton Subotsky announce the completion of 13 $\frac{1}{4}$ hour TV color films in their "Junior Science" series, produced in association with Max J. Rosenberg, who will also distribute the series; Dir - H. Cort; Scripts - M. Subotsky; Tech Advisor - Kenneth M. Swezey; Dr. Gerald Wendt narrated; Series features educational demonstrations of science for kids.

PETER O'CROTTY(H'wood) - in association with Ted Smith (formerly with J. Walter Thompson) plan to film a series entitled "An American Girl in Paris" to be shot abroad with frozen money belonging to one of two prospective sponsors for the series; Air France has offered full cooperation in the use of transportation, lodging and footage; Process will be used, part of action to be shot in H'wood; Sandra Holcroft will play title role...O'Crotty is producer-cameraman on a series of 13 twelve minute documentaries sponsored by General Plant Protection Co. for TV release; films are in 16mm color; Editor - Donald J. Ehlers; Sound - Robert L. Woodside...In preparation for another series to be known as "Tales of Tahiti", O'Crotty & Smith have obtained 10,000 feet of 16mm color film pertaining to Tahiti; Manzanita, Mexico will be used for location filming; Sonny Tufts stars; Ferde Grofe will composed musical background.

SARRA, INC.(NY) - with William Bacher & Gustave Haenschen, has completed the first of 13 half-hour series starring singer Lauritz Melchior, with Mrs. Melchior and the Ken Christie singers.

TV ASSOCIATED PRODUCTIONS(H'wood) - has completed three pilots featuring Allan Mowbray in "Digress of the News" - five minute fillers in which Mowbray satirizes the news. Producer-Writer - Wally Sherwin; Dir - Joe Sawyer; Camera - Gordon Avil; Sound - George Hanson; Film Editor - Bill Lightfield; Assistant Dir - Phil Pine; Cost \$1100....Two $\frac{1}{4}$ hr pilots on "The Big Story Book" are scheduled for August 15th; Fifty percent animation will be used; the fairy tales will feature Wally Sherwin as 'Uncle Wally'; Cost - \$1100.

COMMERCIALS PRODUCTION

(FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; DR - Direct Recording; VO - Voice Over; LS - Lip Synch; M - Music)

Gray-O'Reilly(NY) - 4 (60") & 4 (20") just completed for Kellogg's Gro-Pup thru Kenyon & Eckhardt for Nat'l Spot TV; LA with DR, LS & VO; trained dogs were used.
4 (60") & 4 (20") being completed for Kellogg's All Bran thru Kenyon & Eckhardt; LA with LS; Dr. Roy Marshall gives short talk on product.

IMPS(NY) - 6 (60") & 4 (20") just completed for Bristol-Myers (4 Ipana, 4 Vitalis, 1 Mum, 1 Ammens Powder) thru Doherty, Clifford & Shenfield for network program; SA, SM, & LA with LS, VO & M.

Lewis Sound Films(NY)- 13 (60") have been completed for B.F. Goodrich (Canvas Shoes & Rubber Footwear) thru McCann-Erickson for Nat'l Spot TV; LA with LS & VO; Baseball action.
2 (2') are being completed for Lehn & Fink (Hinds Honey & Almond Cream) thru McCann-Erickson for South American TV Release; LA with VO & M; Spanish narration mixed with music for SA release; Shot on Kodachrome for subsequent blow-up for 35mm release.
2 (60") have been completed for Dupont Tontine Window Shades thru BBD&O for Nat'l Spot TV; LA with LS & VO.

EXHIBIT A - 1

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EXHIBIT B - 1

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PROGRAM	NET TIME	GUESTS
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(S - Singer; D - Dancer; C - Comic; M - Musician)

FRIDAY AUGUST 3

<u>Cavalcade of Stars</u>	DuM 10pm	Add to guests: Charles Kullman(tenor)
<u>The Clock</u>	NBC 8:30	<u>Dream Beach</u> - by Vincent McConnor; with Jackie Cooper, Hildy Parks, Norma Crane, Harry Clark, Ronald Dawson
<u>Door With No Name</u>	NBC 9pm	Barbara Bolton, Eugene Ruymen, Kurt Katch, Sam Raskyn, Lawrence Ryle, Keith Taylor
<u>**THE WOMEN TAKE OVER</u>	ABC 11pm	New panel show featuring women's view of important questions; JOHN K.M. McCAFFREY, moderator; premiere panel: Harriet Van Horne, Fannie Hurst, Jan Struther, Mrs. William Sporberg; topic: "Are We Raising A Race of Neurotics?"

**** Other shows on this date were listed in last week's issue.

SATURDAY AUGUST 4

<u>**ASSIGNMENT:MANHUNT</u>	NBC 10:30	<u>Sentence Of Death</u> - by Thomas Walsh, adapt Max Wilk with MARTIN BROOKS, JEAN GILLESPIE, AMZIE STRICKLAND, MURIEL BERKSON, DAVID WHITE, TERRY BECKER, JAY BARNEY
<u>Big Top</u>	CBS 12N	Bob Parry(comic acro), Francine Volante(Trapeze), The Three Sidneys(unicyclists)
<u>Date With Judy</u>	ABC 11:30am	Clifford Sales joins regular cast in role of 'Randolph'
<u>Doodles Weaver</u>	NBC 10pm	The Mello-Larks
<u>Faye Emerson</u>	CBS 9pm	<u>Salute to Seattle</u> ; with Ella Raines, Mildred Bailey, Lanny Ross
<u>Laraine Day</u>	ABC 1pm	Lynn Engler(D), Marcia Farrell(S-D), Bill Vaughn (designer-auto racer), Gwenn Walters(fashion editor)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Earl Barton(D), Harris & Anders(C-D), Bill Parker(baritone); <u>Mary Louise</u> (S) makes a return appearance; <u>Buyers</u> : Joseph T. Sharkey(Al Jolson Canteen), Barton Emmett(Westchester Playhouse), Elliott Murphy(Aquacade)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Peggy Lee, Johnny Desmond; <u>Panel</u> : Mitchell Parrish, J.J. Robbins, Mark Hanna
<u>Fashion Magic</u>	CBS 11am	John Strassner(designer), Jeanne Bargo(S-M)
<u>2 Girls Named Smith</u>	ABC 12N	Victor Jory

SUNDAY AUGUST 5

<u>Celebrity Time</u>	CBS 10pm	Jessica Tandy, Hume Cronyn
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SUNDAY AUGUST 5(Continued)

Author Meets Critics NBC 11pm The China Story - by Freda Utley; Attorney Godfrey P. Schmidt, defending critic; Norman Thomas, Chairman of Post War World Council, against

G.E. Guest House CBS 9pm Performers: Ethel Waters, Richard Carlson, Betty & Jane Kean, Johnny Coy; Panel: Ilona Massey, Deems Taylor, William Gaxton, Lee Sabinson

Goodyear Revue ABC 7pm Jane Harvey

Leave It...Girls NBC 7pm Ben Gross, Florence Pritchett, Eloise McElhone

Meet The Press NBC 7:30 Sen. Henry Cabot Lodge, guest; Ernest Lindley(News-week), Yates McDaniel(Assoc. Press), Peter Edson (Newspaper Ent. Assoc.), Doris Fleeson(Bell Synd.)

Music In Velvet ABC 7:30 Bob Allen(S), June Brown(soprano)

Nose For News WOR 7:45 Art Sarno(NY Daily Mirror)

Philco Playhouse NBC 9pm The Return - by Stephen De Baun; with Biff Elliott, Robert F. Simon, Jill Kraft, Alonzo Bozan, Daniel Reed, Therese Hunter, Ruth Hope, Mabs Risley, Joe Fallon, Vince Harding, Addison Powell, George H. Gilbreath

Plainclothesman DuM 9:30 The Gentle Killer - by Gil Braun; with Eddie Hyans, Somer Alberg, Alfred Hopson, Robert Christopher, Nancy Sheldon, Rhoda Cranton

Rocky King DuM 9pm Ed Horner, Enid Pulver, Stewart Bradley, Earl Gilbert

**TOAST OF TOWN CBS 8pm JEANNETTE MACDONALD & GENE RAYMOND sub for Ed Sullivan; with DeSantos Trio(acro), Pegleg Bates(D), Harvey Stone

Trapped WOR 10pm The Nobody; with Harry Townes, George L. Smith, Rita Gam

Go Lucky CBS 7:30 Margaret Phelan, John Cecil Holm

Star Of The Family CBS 6:30 Mel Torme, Jack Stanton & Betty Luster, Gene Baylos

TV Recital Hall NBC 8:30 Ania Dorfmann(pianist)

MONDAY AUGUST 6

Arthur Murray NBC 10pm Cora & Bil Baird, Don Fritz Trio(S), Milbourne Christopher(magician)

Cameo Theater NBC 8pm Strange Identity - by Harry W. Junkin; with Jan Miner, Don Briggs, Ross Martin, Joan Alexander

Garry Moore CBS 1:30 Virginia Sale

H'wood Screen Test ABC 7:30 Loring Smith, guest; Joe Walsh, Peggy Allenby

Steve Allen CBS 12N The Weavers, Slim Gaillard(S-M)

THEY ARE ALL HERE

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MONDAY AUGUST 6(Continued)

**LIGHTS OUT NBC 9pm The Faceless Man - by George Lefferts; ROBERT STERLING as an ugly, sinister man who undergoes plastic surgery and wrecks havoc on all lives that touch his; with TED HECHT, GREGORY MORTON, LOUIS SORIN, PATRICIA PEARDON; prod by Herb Swope, dir by William Corrigan

Not For Publication DuM 7:45 Hold Up The Sun - by Faer Kraut; with Bernard Randall, John Kane

Pantomime Quiz(film) CBS 8pm Robert Stack, Marjorie Reynolds, John Archer, Irene Ryan

Scmerset Maugham NBC 9:30 Bewitched - adapt by Kenneth White; with Martha Scott, Richard Coogan, Isobel Elsom, Pat O'Malley, Albert Ottenheimer

Talent Scouts CBS 8:30 Bob Kole(tenor), Aline Dansereau(mezzo), Laurie Sisters(vocal trio)

Voice Of Firestone NBC 8:30 Eleanor Steber

**WESTINGHOUSE CBS 10pm The Pink Hussar - by Ben Hecht, adapt by Doris Frankel; with LUDWIG DONATH, SCOTT MCKAY, HOWARD FREEMAN, KURT KATCH, THEO GOETZ, PETER VON ZERNECK, LYA LYS, VIILMA KURER, MORT STEVENS, ELMER LEHR, NELL CLARKE

TUESDAY AUGUST 7

Armstrong Theater NBC 9:30 The Mistake - by Anne Howard Bailey; with Felicia Montealgre, Frances Reid, Sidney Smith, Lynn Loring, Dorothy Peterson, Maurice Wells, Joan Croyden, Anne Dunnigan, Aileen Poe

Carmel Myers ABC 7:15 Dorothy Fields

Cavalcade of Bands DuM 9pm Gene Krupa, Dodie O'Neill(S), Joe Tucker(S)

Danger CBS 10pm Goodbye, Hannah - by Steve Fisher, adapt by Walter Bernstein; with Paul Langton, John Randolph, James Nolan, John Hildebrand, Carrie McCord

Fashion Magic CBS 3:30 Jackie Heller(S), Gwenn Walters(designer)

Fireside Theater NBC 9pm Agnew Jones And The Giants - by Richard McCracken; with Jack Albertson, Maurice Manson, Cliff Edwards, Peter Aureno, Ronnie Baatz, Judson Rees, Blair Davies, Fran Gregory

Garry Moore CBS 1:30 George Gobel(C)

Meet The Press NBC 8pm Sen. Joseph R. McCarthy, guest; Marquis Childs (United Features), Ned Brooks(NBC), John Hightower (Assoc. Press)

Margaret Arlen CBS 11:05am Ridge Bond(S)

Steve Allen CBS 12N Roger Dann, Charlie Ventura, Albenice & Baby Chicks, The Wright Brothers(D)

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TUESDAY AUGUST 7(Continued)

Stork Club CBS 7:45 Constance Moore, Paul Griffith(Asst Secty Defense)

Suspense CBS 9:30 Killers In The City - by Victor Wolfson, adapt from Anthony Ellis' The Truth About Jerry Baxter; with Conrad Janis, Betty Garde, Robert Emhardt, Edmon Ryan, Harry Holsten, Hollis Irving

WEDNESDAY AUGUST 8

Break The Bank NBC 10pm Buddy Rogers subs for Bert Parks

Godfrey & Friends CBS 8pm Joan Edwards, Morey Amsterdam

**KRAFT THEATER NBC 9pm Old Doc - by Jean Lee Latham; with VAUGHN TAYLOR, JUDY PARRISH, JOHN STEPHEN, DOROTHY SANDS, JOHN HARVEY, JOHN SHELLIE, NATALIE CORE, JANE SUTHERLAND, KLOCK RYDER, JANET DE GORE, CAVADA HUMPHREY, ENID MARKEY

Margaret Arlen CBS 11:05am Nicholas Monsarrat(novelist)

Press Conference WOR 8pm Dr. John F. Mahoney(Comm. of Health) guest; Richard Dougherty(Herald Tribune), Vincent A. Caso(Il Progresso), Arthur Gelb(NY Times), Gabriel Pressman(Tele)

Shadow Of Cloak DuM 9:30 Consignment To Oblivion - by Jerry McGill; with Lynn Merrill, Charles Carroll, Grant Gordon, Eugene Ruy-men, John Hamilton

Steve Allen CBS 12N Claudia Pinza, Marty May

The Web CBS 9:30 Murder For A Friend - by Kelly Roos; with Carmen Mathews, Brandon Peters, Sylvia Field, Frieda Altman, Howard Weirum, Gene De Santis, Leona Powers

THURSDAY AUGUST 9

Big Town CBS 9:30 Success Story - by Joe Ruscoll & Charles Robinson; with John McGovern, Audra Lindley, Peggy Allenby, John Boruff

Crime Photographer CBS 10:30 The Meeting Place - by James P. Cavanaugh; with Anne Seymour, Peggy McCay, Robert Pastene, Rusty Lane, Archie Smith, Frank Tweddell

Ford Festival NBC 9pm Sarah Churchill, Jackie Miles

Garry Moore CBS 1:30 Herb Shriner

Margaret Arlen CBS 11:05am Katherine Bauerschmidt, expert on men's pipes

**STARLIGHT THEATER CBS 8pm With Bated Breath - by Ross Santee, adapt by Stephen De Baum; with HENRY HULL, THEODORE NEWTON, DON MURRAY, HARRY COOKE, GEORGE ENGLUND, JOHN STRAUB, ARTHUR KEEGAN, RALPH STANTLEY, JEAN LA MONT

Steve Allen CBS 12N Ting Ling(magician), Dynamite Jefferson(acro), Gloria Parker(cocktail glass player), Don Cherry(S)

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Stop The Music ABC 8pm Ben Blue, Betty Riley
Stork Club CBS 7:45 Rep. John J. Dempsey of New Mexico
T-Men In Action NBC 8:30 The Case Of The Sparkling Double-Cross - by Abe
Ginnes; with Arthur Kohl, Sid Cassel, Leonard Barry,
Janet Ward, Leon Askin, Wolfe Barzell
Racket Squad(film) CBS 10pm The Diamond That Wasn't - by Leo Loeb; with
Rochelle Hudson, Howland Chamberlain, Morgan Farley,
Johnny Downs

FRIDAY AUGUST 10

Cavalcade Of Stars DuM 10pm Rosemary Clooney, Walter Cassel(S), Liberace
Eloise Salutes DuM 11pm Mary Mayo(S)
Front Page Det.(film)DuM 9:30 The Deadly Curio; with Virginia Christine, Victor
Sen Yung, Philo McCollough, Norman Budd
Garry Moore CBS 1:30 Rube Goldberg
Hands Of Destiny DuM 9pm The Waterfront - by Lawrence Menkin; with Alfred de
Leo, Robert Emhardt, Marian Seldes, Nat Polen, Joe
Downing, Bernard Kates, James Lithgow
Man Against Crime CBS 8:30 Ralph Bellamy returns; with Hal Conklin, Frank
Thomas, Michael MacAloney, Margaret Hayes, Herbert
Holcomb
Margaret Arlen CBS 11:05am William Gaxton
Steve Allen CBS 12N Joan Edwards, Red Norvo, Kay Lawrence(mimic), Church
& Hale(D)
**NATURE OF THINGS NBC 10:45pm Dr. Roy K. Marshall demonstrates RCA's new "Walkie-
Lookie" portable television camera-transmitter

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IN TOWN - POSSIBLE GUEST SHOTS

ROBERT ALDA - AGT: MCA PL 9-7500

DIANA BARRYMORE avail TV prior to engagements in Australia - AGT: Jerry Rosen PL 7-6185

JULIE BENNETT legit-film actress - CON: PL 7-0700

LOUIS BROMFIELD in NYC in Sept - CONTACT: Ramona Herdman, Harper & Bros MU 3-1900

DELORA BUENO Brazilian singer avail TV - CONTACT: Gordon Leigh MU 2-5910

AL CAPP returned from Europe - AGT: William Morris JU 6-5100

DONALD CURTIS - AGT: MCA PL 9-7500

JOSEPH BULOFF current "Two Girls Named Smith" avail outside TV - AGT: Al Grossman CI 5-8422

CLAUDE DAUPHIN - AGT: Florence Britton, Gale Agcy PL 7-7100

JACQUELINE DE WIT from Easthampton in 2 weeks - CON: PL 7-0700

CONSTANCE DOWLING - AGT: Frank Cooper Assoc. VA 6-5661

DORIS DOWLING - AGT: Florence Britton Gale Agcy PL 7-7100

SHOSHANA DAMARI current Village Vanguard MGR: M. Millman CH 4-8240

CATHERINE DOUCET character actress avail TV - AGT: Milt Goldman MU 7-0606

PHILIP FRIEND film actor avail TV - AGT: Milt Goldman

GENE FOWLER from Europe this week, in NYC Aug 7-9 - CON: Patricia McManus, Viking Press PL 5-4330

VINTON HAYWORTH from coast Aug 13 - CON: SU 7-5400

MIRIAM GOLDINA from Florida mid-Aug - CON: SU 7-5400

OLGA SAN JUAN from coast in 10 days - AGT: Peter Witt PL 9-7966

JACK KILTY baritone current Latin Quarter PRESS: Bayne & Zussman PL 3-5755

DR. HENRY W. LEVINGER musicologist from Colorado late this week - CON: John T. Hershberger CI 5-5159

GYPSY ROSE LEE from Europe several weeks MGR: Charles V. Yates MU 7-4256

BOBBY LUCAS singer returned from coast - AGT: Jules Ziegler MU 2-2080

MARY MCCARTY current Riviera - AGT: Gloria Safier MU 8-3950

CONSTANCE MOORE - AGT: Jack Lawrence JU 2-3885

CARMEL MYERS current own TV show - PRESS: Charles Dreyfus PL 3-6971

CLAUDIA PINZA avail TV - AGT: Jerry Rosen PL 7-6185

JANIS PAIGE - MGR: Manny Greenfield

BILLY RAYES novelty act avail TV - AGT: Al Grossman CI 5-8422

ELLA RAINES limited appear - PRESS: Charles Dreyfus PL 3-6971

RICCI REGAN singer avail TV - AGT: Jules Ziegler MU 2-2080

FLORENCE PRITCHETT in NYC for several week avail TV - AGT: Priscilla Morgan, Liebling-Wood VA 6-3714

MARTEA SCOTT - AGT: Peter Witt PL 9-7966

GLORIA MARLOWE from coast in two weeks - AGT: Bonnie Alden BR 9-6377

ROBERT STACK film actor - AGT: MCA

FRANCIS L. SULLIVAN British actor in NYC for short stay - AGT: Charles Abramson, Famous Artists CI 7-6200

JOHNNY STEWART from Scotland in 10 days - AGT: Bonnie Alden BR 9-6377

RUSSELL SWAN magician - MGR: Jack Bertell PL 9-5260

JESSICA TANDY - AGT: William Morris & JU 6-5100

HUME CRONYN - AGT: John Gibbs Agcy PL 7-5959

CAPTAIN CHARLES W. THOMAS author "Ice Is Where You Find It" account of Arctic expeditions, in NYC mid-Sept - CONTACT: Elizabeth Bragdon, Bobbs-Merrill Co. MU 4-6950

RUSS VINCENT baritone avail TV - MGR: Andy Delmar CO 5-7750

THE WEAVERS current Cafe Society - AGT: Oscar Cohen, Assoc Bkng PL 9-4600

PATRICIA WHEEL from Marblehead in 2 weeks - AGT: John Gibbs Agcy PL 7-5959

